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## **Exploring Dimension of Service Quality of Electronic Ticket in Airline Service**

### **THESIS**



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**PADANG 2011**

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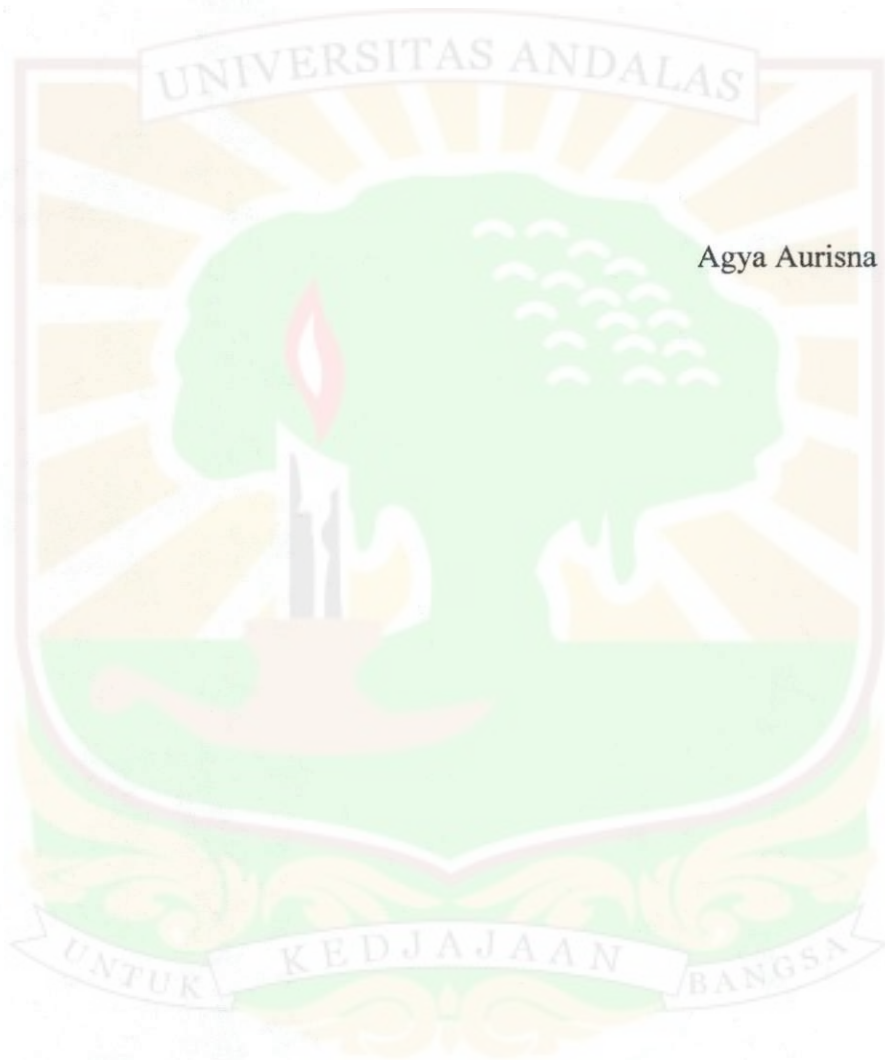



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## Exploring Dimensions of Service Quality of Electronic Ticket in Airline Service

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### ABSTRACT

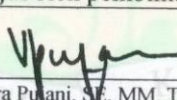
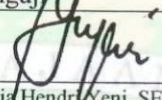
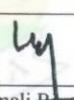
E-ticketing is a way to document the sales process from the customer's airline activities without having to spend valuable documents physically or paper ticket. All information on electronic tickets stored digitally in the airline's computer system. E-ticketing being a system to facilitate people to buy tickets to various events all from a single web site. Tickets can be purchased in this way with cash, check, and credit or debit card. People without access to the Internet can book tickets through the public internet terminal or the library at the center for information and visitor center like direct sale counter. Nowadays, many airlines in Indonesia that provides e-ticketing as one of the tool purchasing ticket easily and reduction the transportation cost such as Garuda Indonesia, Batavia Air, Lion Air, Air Asia and many others. But, most of issues here are about factors affecting service quality which appropriate with airline's website on purchasing electronic ticket.

This research is a quantitative research to get statistical data to show factors affecting service quality on purchasing electronic ticket. Data have been processed by using a factor analysis with SPSS 15.0 software tool as previous data processing. Based on the results of factor analysis, the variables are classified into six dimensions: Reliability, Design, Usability, Accessibility, Personalization, and Assurance.

**Key words:** *Electronic ticket, E-service quality, Customer's perspective*


Skripsi ini telah dipertahankan di depan sidang penguji dan dinyatakan lulus pada tanggal 10 Agustus 2011.

Abstrak ini telah disetujui oleh pembimbing dan penguji

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# CHAPTER I

## INTRODUCTION

### 1.1 Background of the research

In line with the development of technology information, the internet is now emerging as alternative travel information distribution system. The internet is a perfect medium to sell travel packages, because the Internet can bring a broad supplier network and a large base of customers to a centralized market place. One of the procedures to promote the product and services is by online marketing that using electronic ticketing or e-ticketing. The other terms of e-ticketing or online e-ticketing sales, is one way for people to buy tickets for local events.

E-ticketing is a way to document the sales process from the customer's airline activities without having to spend valuable documents physically or paper ticket. All information on electronic tickets stored digitally in the airline's computer system. As proof of expenditure e-ticketing, the customer will be given Itinerary Receipt is only valid as an alternate to get into the airport in Indonesia, which still requires passengers to take the evidence of the journey. E-ticketing is an opportunity to minimize costs and optimize passenger comfort. E-ticketing reduces the cost of the e-ticketing form, eliminate paper and increase the flexibility of passengers and travel agents in making changes in the itinerary.

E-ticketing being a system to facilitate people to buy tickets to various events all from a single web site. Tickets can be purchased in this way with cash, check, and credit or debit card. People without access to the Internet can

book tickets through the public internet terminal or the library at the center for information and visitor center like direct sale counter.

Nowadays, many airlines' company in Indonesia that provides e-ticketing as one of the tool purchasing ticket easily and reduction the transportation cost such as Batavia Air, Lion Air, Garuda Indonesia, Air Asia and many others. But, most of issues here are about the factors of service quality that appropriate with airline's website that can affect customer to purchase electronic ticket. Oliver (1993) suggests that service quality is a more specific judgment, which can lead to a broad evaluation, customer satisfaction (in Yang and Fang, 2004).

Airlines company which is using electronic tickets or e-ticketing, allow the customer to travel without a paper ticket, eliminating the worry of leaving tickets behind. An e-ticket confirms airline e-ticketing purchase without requiring a paper record, the only record of an e-ticket sale is in electronic form in the airline's computer system. When customer buys e-tickets through agency, they will receive a confirmation of purchase via e-mail.

Customer can buy ticket using two ways those by e-ticketing individual or come to agency ticket it self that issuing by airlines agency. In order to qualify for e-tickets, all segments of trip must be flown on the same airline or on airlines linked by interline e ticketing agreements.

Most of airline in Padang has provided a website especially for booking electronic ticket and deliver any kind of information related with its



airline's company. But, not all website provide an effective and appropriate service quality in order to attract their customer to purchase electronic ticket.

Based on the background of the study, I would like to conduct a research about **“Exploring Dimensions of Service Quality of Electronic Ticket in Airline Service.”**

### **1.2 Problem statement**

What are the factors affecting service quality on purchasing electronic ticket?

### **1.3 Research Objectives**

To investigate the factors affecting service quality on purchasing electronic ticket

### **1.4 Contribution of this research**

The result of this research is expected can give the contribution to:

- To gain a better understanding the factors affecting service quality on purchasing electronic ticket
- To strengthen theory related to service quality on purchasing electronic ticket
- Improving the perception and knowledge of the researcher, also hopefully can be guidance to another researcher that interested in the same topic

### **1.5 Writing Systematic**

The thesis will be presented in certain chapters, as follows :

### **Chapter 1 Introduction**

This chapter describes about background, problem definition, research objectives, research benefits and writing systematic.



## **Chapter 2 Theoretical Framework**

This chapter consist of the literature overview about the definition and concept of Service, service quality, service quality dimension, E – service quality, and E – service quality dimension.

## **Chapter 3 Research Methodology**

This chapter will discuss about research methodology, that is consist of variable of research, data collection method, and methodology in analyzing data collection.

## **Chapter 4 Research Result**

This chapter analyzes factors affecting service quality on purchasing electronic ticket in Padang.

## **Chapter 5 Conclusion**

This chapter consists of conclusion from the analysis, and also advice to the company as one of many references in order to improving the organization itself.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Concept of Service**

Service is any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product (Kotler et al., 2005).

Edvardsson (1998) suggest service to be viewed from the customer perspective as it is them who determines of the quality of the service provided. Service is very important in today context as it is the key for attracting new customers and retaining of existing ones. Bad service experience forces customers to switch the brand or the service provider in search for the one who provides them with satisfaction. (Michel et al., 2009) Services often come with product but sometimes its purely only service. Whatever the case, Service excellence help improve the organization performance. Bates et al. (2003) identified that most of the organization strategic focus was on low prices thus reducing the service level and compared with the ones which strategic focus was on service. They found that the organization which strategy focuses on delivering service excellence was more successful. This era is the era of customers and for the success and survival in this competitive market, organizations should emphasize on quality service and this should be integrated into the strategy. (Chowdhary and Prakash, 2007)

There are four characteristic of service: Intangibility, Inseparability, Variability and Perishability. (Kotler and Keller, 2007)



1. **Intangibility** means that cannot be seen, tasted, felt, heard or smelled before they are bought thus the customer cannot evaluate it. This causes increase in the uncertainty level and to reduce this factor, customers look for signals of service quality. Customers draw the conclusion of the service from the marketing mix. So it is very important for the service provider to tangibilize the service in order for the service marketers to suggest the quality of their intangible service (Kotler et al., 2005).
2. **Inseparability** character of service refers to the fact that services are produced and consumed at the same time and that they cannot be separated from their providers, whether the providers are people or machine. (Kotler et al., 2005) Inseparability is one of the characters that differentiate services with products because of the simultaneous production and consumption.
3. **Variability.** (Kotler et al., 2005) So the quality control becomes critical and to achieve that, service sector have to hire the right people, standardize the service and monitor the customer satisfaction. The service sector should be very careful while recruiting the service employee. After that, service firm should invest and provide training for the newly hired staff in order for staff to provide good service to their customers. Training helps staffs to develop skills necessary to do their job well in particular service area. Especially the front line staff who comes in direct contact with the customers.
4. **Perishability.** When the demand is steady, then service Perishability is not a problem but the service sector face a huge problem when the demand



fluctuates. (Kotler et al., 2005) If a flight takes off then the airline cannot sell the tickets for that flight. In some cases the service value exists only at certain point and then disappears and the unused service cannot be stored. This is the reason why the service providers charge customers for missed appointments. Because of the problem arising from the demand fluctuation, capacity/demand management becomes critical.

## **2.2 Service Quality**

Service quality is a consumer's overall impression of the relative inferiority/superiority of the organization and its services (Bitner & Hubbert, 1994). The importance of service quality has been widely discussed by researchers. For example, Parasuraman, Zeithaml & Berry (1991) argued that delivering high quality in the service industry has been recognized as the most effective means of ensuring that a company's offerings are uniquely positioned in a market filled with "look a like" competitive offerings.

Service quality has the high degree of variations that this is the result of the comparison that customers make between their expectations about a service and their perception of the way the service has been performed (Grönroos, 1984; Parasuraman et al., 1985, 1988). At a higher level, and essentially from a customer's perspective, they see quality as being two dimensional, consist of output and process quality.

Nowadays, with the continuous competition increase, service quality has become a popular area of academic investigation, and has recognized as a key factor in keeping competitive advantage and sustaining satisfying relationships

with customers (Zeithmal et al., 2000). Grönroos (1982) described the total service quality as customer's perception of difference between the expected service and the perceived service. Then he defined the concept of perceived service quality as the outcome an evaluation process, where the consumer compares his expectations with the service he perceives or has received.

Further more, Parasuraman et al. (1985) suggested the "Service Quality Model" in order to serve as a framework for further research. Figure 2.1 schematically illustrated this model.

Five gaps are listed below:

- Gap 1, consumer expectation – management perception gap:

Management may have inaccurate perceptions of what consumers actually expect. It requires the appropriate management processes, market analysis tools and attitude.

- Gap 2, service quality specification gap:

There may be an inability on the part of the management to translate customer expectations into service quality specifications. This gap relates to aspects of service design.

- Gap 3, service delivery gap:

Guidelines for service delivery do not guarantee high-quality service delivery or performance. Reasons for this include lack of sufficient support for the frontline staff, process problems, or fontline/contact staff performance variability.



- Gap 4, external communication gap:

Consumer expectations are fashioned by the external communications of an organization.

- Gap 5, expected service – perceived service gap:

Perceived quality of service depends on the size and direction of Gap 5, which in turn depends on the nature of the gaps associated with marketing, design and delivery of services.

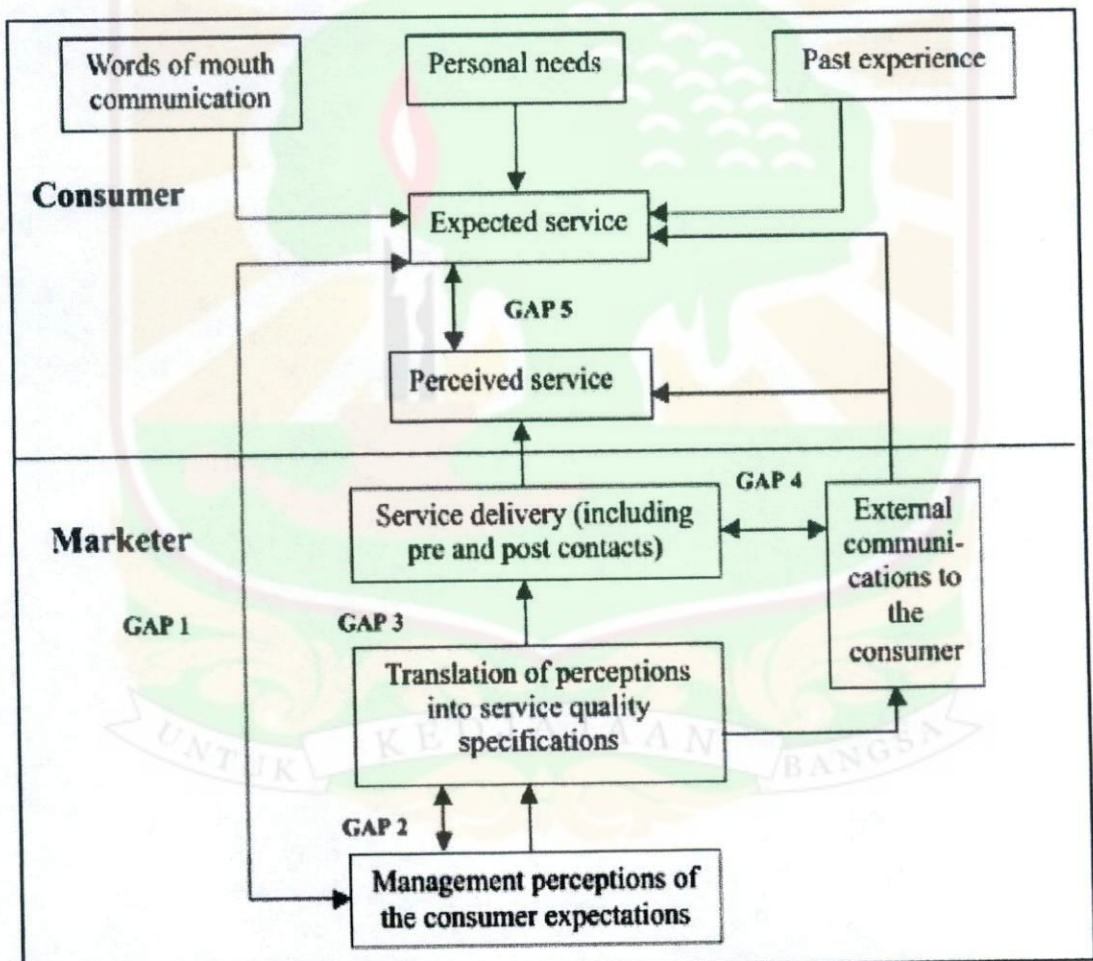


Figure 2.1: SERVQUAL Gap analysis Model (Parasuraman, 1985)



This model is a diagnostic tool and externally focused. If used properly and correctly, it has the potential to assist the management to identify the relative service quality factors from customer perspective (Yang et al., 2004)

In 1988, Parasuraman et al. further explained that service quality is the overall evaluation of a firm's service by comparing the firm's performance with the customer's general expectations of how firms should perform. They then stated the perceived service quality as global judgment, or attitude, relating to the superiority of the service.

### **2.2.1 Service Quality Dimensions**

Numerous studies have sought to uncover the global attributes of services that contribute most significantly to relevant quality assessments in the traditional service environment (e.g., Grönroos, 1982, 1984; Parasuraman et al., 1985, 1988).

Grönroos (1982) argued that service quality should include three dimensions:

1. The technical quality of outcome. That is to say, the actual outcome of the service encounter. The service outcome can often be measured by the consumer in an objective manner.
2. The functional quality of the service encounter. This element of quality is concerned with the interaction between the provider and recipient of a service and is often perceived in a subjective manner.
3. The corporate image. This is concerned with consumers' perceptions of the service organization. The image depends on: technical and functional

quality; price; external communications; physical location; appearance of the site and the competence and behavior of service firms' employees.

Similarly, Lehtinen and Lehtinen (1982) also state that service quality has three dimensions, however the differences can be seen below:

- 1) Physical quality. This includes items such as the condition of buildings and enabling equipment.
- 2) Corporate quality. This refers to the organization's image and profile.
- 3) Interactive quality. This derives from the interaction between service organizations' personnel and the customer as well as the interaction between customers.

In addition, they argue that in examining the determinants of quality it is necessary to differentiate between the quality associated with the process of service delivery and the quality associated with the outcome of the service.

Comparing the work between Grönroos (1982) and Lehtinen (1982), Swartz and Brown (1989) drew some distinctions concerning the dimensions of service quality. They stated that what the service delivers is evaluated after performance. This dimension is called technical quality by Grönroos (1983), physical quality by Lehtinen and Lehtinen (1982). They also stated that how the service is delivered is evaluated during delivery. This dimension is called functional quality by Grönroos (1983), interactive quality by Lehtinen and Lehtinen (1982).

According to Parasuraman et al.'s (1988), there are five dimension of service quality: tangibles, reliability, responsiveness, assurance, and empathy,



which constitute the base of a global measurement for service quality. Based on these five dimensions listed above, the researchers developed 22-item

**Table 2.2 : 22-Item Service Quality**

Service Quality Dimensions	22-Item Scale
Reliability	Providing service as promised Dependability in handling customers' service problems. Performing services right first time Providing services at the promised time Maintaining error-free records
Responsiveness	Keeping customer informed as to when services will be performed Prompt service to customers Willingness to help customers Readiness to respond to customers' requests
Assurance	Employees who instill confidence in customers Making customers feel safe in their transactions Employees who are consistently courteous Employees who have the knowledge to answer customers questions
Empathy	Giving customers individual attention Employees who deal with customers in a caring fashion Having the customer's best interests at heart Employees who understand the needs of their customers Convenience business hours
Tangibles	Modern equipment Visually appealing facilities Employees who have a neat, professional appearance Visually appealing materials associated with the service

*Source: Parasuraman et al., (Referred to in Kotler and Keller, 2006, p.414)*

Another useful study is conducted by Johnston (1995), in which he provides 18 service dimensions and their definitions: access, aesthetics, attentiveness, availability, care, cleanliness/tidiness, comfort, commitment, communication, competence, courtesy, flexibility, friendliness, functionality, integrity, reliability, responsiveness, and security. In their study, reliability is considered as the most important. Yang et al. (2004) concluded that both studies



of Parasuraman et al. (1988) and Johnston (1995) offer particularly robust service quality dimensions for measuring traditional services and could serve as a good starting point for further research (Yang et al., 2004).

### **2.3 E-Service Quality**

According to Zeithaml, et al. (2000), e-service quality is comprehended both from pre-and post-Web site service perspectives. It can be understood as the evaluation of the efficiency and effectiveness of online shopping, purchasing, and delivery products and services. Similarly, Santos (2003) defined e-SQ as overall customer evaluations and judgments of excellence e-service delivery in the virtual marketplace.

#### **2.3.1. E-service quality dimensions**

A majority of studies view the dimensioned of e-service quality as antecedents of e-satisfaction. (Dina et al. 2004). High standard e-service quality is the means by which the potential benefits of the Internet can be realized (Yang et al., 2001).

Wolfenbarger and Gilly (2002), through focus group interviews and an online survey, reduced the scale of online service quality into four key dimensions: Web site design, reliability, privacy/security, and customer service. In their research they suggested that the most basic building of outstanding online service quality is reliability and web site design including good functionality in time savings, easy transactions, good selection, in-depth information and the right level of personalization.

Yang et al. (2004) have uncovered six key online service quality dimensions reliability, access, ease of use, attentiveness, security, and credibility- employed by Internet purchasers to evaluate e-tailers' service quality. Further more, they suggested that if online retailers want to achieve high level of customers' perceived service quality, four dimensions should be more focused on: reliability, attentiveness, ease of use and access.

- *Reliability*

It is included correctness of order fulfillment, prompt delivery, and billing accuracy.

- *Attentiveness*

It is included individualized attention, personal thank-you notes from online retailers and availability of a message area for customer questions or comments.

- *Easy of use*

It is related to easy-to-remember URL address, well-organized, well structured, and easy-to-follow catalogues, site navigability, and concise and understandable contents, terms and conditions.

- *Access*

It is included the list of the company's street and e-mail address, phone and fax number, accessibility of service representatives, availability of chat room, bulletin board and other communication channels.



- *Security*

It is included security of personal information and minimal online purchase risks.

- *Credibility*

It refers to the business history of online retailers, special rewards or discounts, and referral banners on other Website.

Van Riel, Semeijn & Pauwells (2004) found seven e-service quality dimensions on travel website which are accessibility, navigation, design, reliability, assurance, responsiveness and customization.

- *Accessibility*

High levels of interface quality would imply easy access to the site itself, to company staff, and to the different services when needed (Bell & Tang, 1998; Cox & Dale, 2001; Zeithaml *et al.*, 2000).

- *Navigation*

Good navigation quality entails that the site (1) provides functions helping customers to find what they need without difficulty, (2) offers user-friendly and high performance search engines, and (3) allows the customer to manoeuvre easily, logically and quickly back and forth through the pages (Jeong & Lambert, 2001; Liljander *et al.*, 2002; Zeithaml *et al.*, 2000). Customers could be offered different ways of searching. For travel sites, high quality navigation would mean that the customers could easily perform complex searches on, for example, type of holiday, type of



transportation, country, date and price. This appears crucial to online travel service quality.

- *Design*

Website design quality is referred to as 'site aesthetics' by Zeithaml *et al.* (2000), or 'e-scape' (Van Riel *et al.*, 2004; Viitanen *et al.*, 2004). The way information is presented, in terms of colour use, layout, number, relevance and quality of pictures, font size and style, will affect the way customers respond to the service.

- *Reliability*

The next SERVQUAL dimension to be discussed and modified for online services is *reliability*. Parallel to the case of offline services, customers expect search engines, payment facilities etc to function reliably, and the information presented on the website to be dependable. Two aspects of online service reliability can be distinguished (Cox & Dale, 2001).

- *Assurance*

In the classical SERVQUAL model an important quality dimension is *assurance*, or the degree to which service staff and premises instigate trust in the customer. Online customers generally cannot scrutinize the employees, or the physical facilities of the firm they are dealing with (Reichheld & Scheffer, 2000), so trust must be established in other ways.

- *Responsiveness*

The quality of support customers receive when faced with questions or running into problems, and the speed with which this support is provided, largely determine customer evaluations of post transaction services.

- *Customization*

It has been argued that customizability is one of the key benefits of applying technology to the delivery process of services. Online services are, in principle, highly customizable. Customers may therefore expect online services to respond to their individual needs (Bitner *et al.*, 2000).

Berry *et al.* (1985) identified ten determinant of service quality. These are reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding and tangibles.

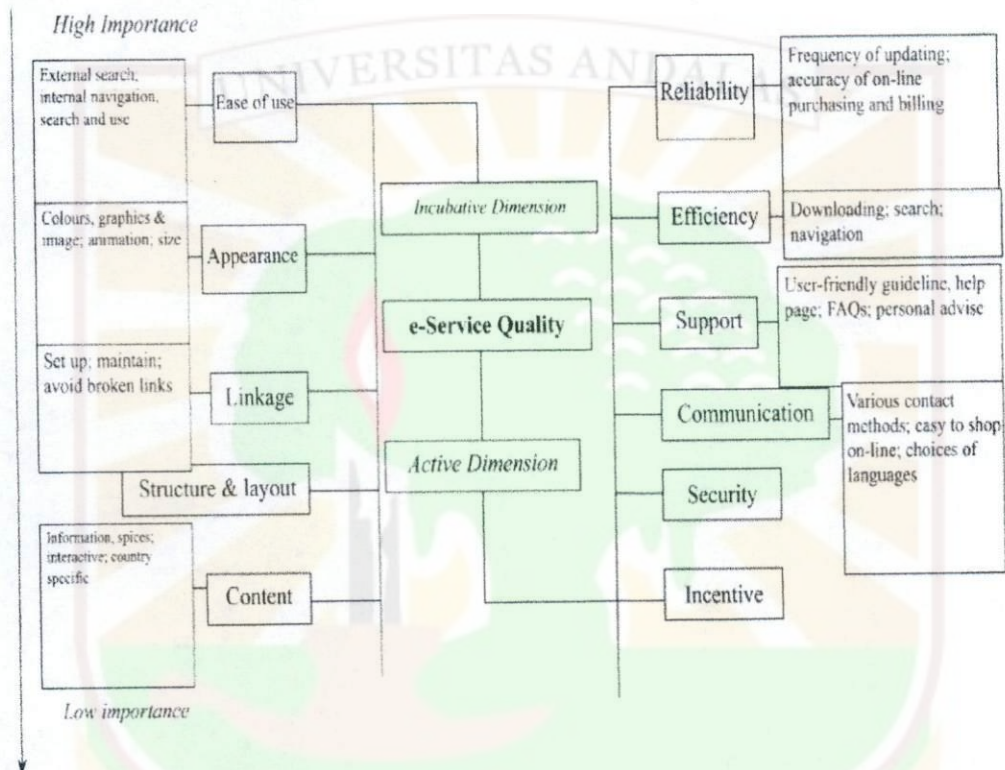
- *Reliability* involves consistency of performance and dependability. It means that the firm performs the service right the first time. It also means the firm honors its promises. Especially it involves: accuracy in billing, keeping records correctly, performing the service at the designated time.
- *Responsiveness* concerns the willingness or readiness of employees to provide service. It involves timeliness of services that means - mailing a transaction slip immediately, calling the customer back quickly and giving prompt service.
- *Competence* means possession of the required skills and knowledge to perform the services. It involves: knowledge and skill of the contact personnel, knowledge and skill of operational support personnel, research capability of the organization.
- *Access* involves approach, ability and ease of contact. It means: the service is easily accessible by telephone, waiting time to receive service is not extensive, hours of operation are convenient and location of service facility is convenient.



- *Courtesy* involves politeness, respect, consideration, and friendliness of contact personnel. It includes - consideration for the consumer's property, clean and neat appearance of public contact personnel.
- *Communication* means keeping customers informed in language they can understand. It also means listening to customers. It may mean that the company has to adjust its language for different consumers- increasing the level of sophistication with a well- educated customer and speaking simply and plainly with a novice. It involves: explaining the service itself, explaining how much the service will cost and assuring the customer that a problem will be handled.
- *Credibility* involves trusts worthiness, believability, honesty, it involves having the customer's best interests at heart. Contributing to credibility are: company name, company reputation, personal characteristics of the contact personnel, the degree of hard sell involved in interaction with the customer. *Security* is the freedom from danger, risk or doubt. It involves: physical safety, financial security and confidentiality.
- *Understanding* the customer means making the effort to understand the customer's need. It includes: learning the customer's specific requirements, providing individualized attention and recognizing the regular custom.
- *Tangibles* includes the physical evidence of the service: physical facilities, appearance of personnel, tools or equipment used to provide the service, physical representations of the service, such as a plastic credit card or bank statement, other customers in the service facilities.



Based on the focus interviews and the insights of previous research, Santos (2003) develop a conceptual model of e-service quality. This model proposed that e-service quality consists of incubative and active dimensions, and each dimension composed by five or six determinants, as illustrated in Figure 2.2



**Figure 2.2 Model of E-service Quality(Santos, 2003)**

Santos (2003) further explains that e-service quality consists of incubative and active dimensions, and each dimension composed by five or six determinants, as illustrated in Figure 2.2. Before the launching of a Web site, the incubative dimension needs to be considered and to ensure that:

- The Web site is easy to use, search and navigates
- It has an appealing appearance to its target customers
- Links are set up and maintained, and the broken links are avoided

- The site has a well-organized structure and layout and
- There is an attractive presentation of factual contents.

When a Web site has been established, the active dimension needs to be maintained throughout the entire period of active e-commerce on the Web site.

The determinants of active dimensions are:

- Reliability
- Efficiency
- Support
- Communications
- Security and
- Incentive.

All determinants listed above are presented in descending order of importance from high importance to low importance.

## **2.4 Previous study**

Van Riel, Semeijn & Pauwells (2004) found seven quality dimensions which are accessibility, navigation, design, reliability, assurance, responsiveness and customization that identified based on principal component factor analysis. The results show that the impact of accessibility, navigation, design, reliability, responsiveness and customization on online service quality perceptions. Where traditional service quality perceptions are based on an evaluation of encounters between service provider and customers, online service quality perceptions appear to be generally based on evaluations of the interaction between the customer and a user interface. Each online service provider employs standardized interfaces and



technology for its customers. Delivering online services right the first time every time is crucial. Imperfections in technology or user interface design have immediate consequences for online service quality perceptions in all dimensions. Furthermore, customers' zones of tolerance are likely to be smaller for online services, because a multitude of providers are available on the Web (Parasuraman *et al.*, 1991; Van Riel *et al.*, 2003).

The study of Van Riel *et al.*, (2004) found that all factors, except assurance, had a significant impact. The model explained 71% of the variance in perceived online service quality. As they found a weak antecedent role of assurance, the observation of substantial correlation between assurance and customer responses may point at reverse causality. This observation warrants further investigations. The impact of accessibility and responsiveness on online service quality perceptions was weaker, yet significant. The true importance of accessibility may be revealed to its full extent when the customers really need to contact the company, which may not have been the case in the sample used for the research. A similar observation can be made with respect to responsiveness.

Wolfenbarger and Gilly (2002) found personalization has been defined as providing "users with what they want or need without requiring them to ask for it explicitly" (Mulvanna, Anand and Büchner 2000, p. 123). Personalization has been examined by retailing researchers, with the focus being the interaction between retail employees and their customers; personalization in this setting significantly influences customer experience with the store (Mittal and Lassar 1996). In the online setting, personalization includes recommendation systems based on collaborative filtering or observational techniques, customization and

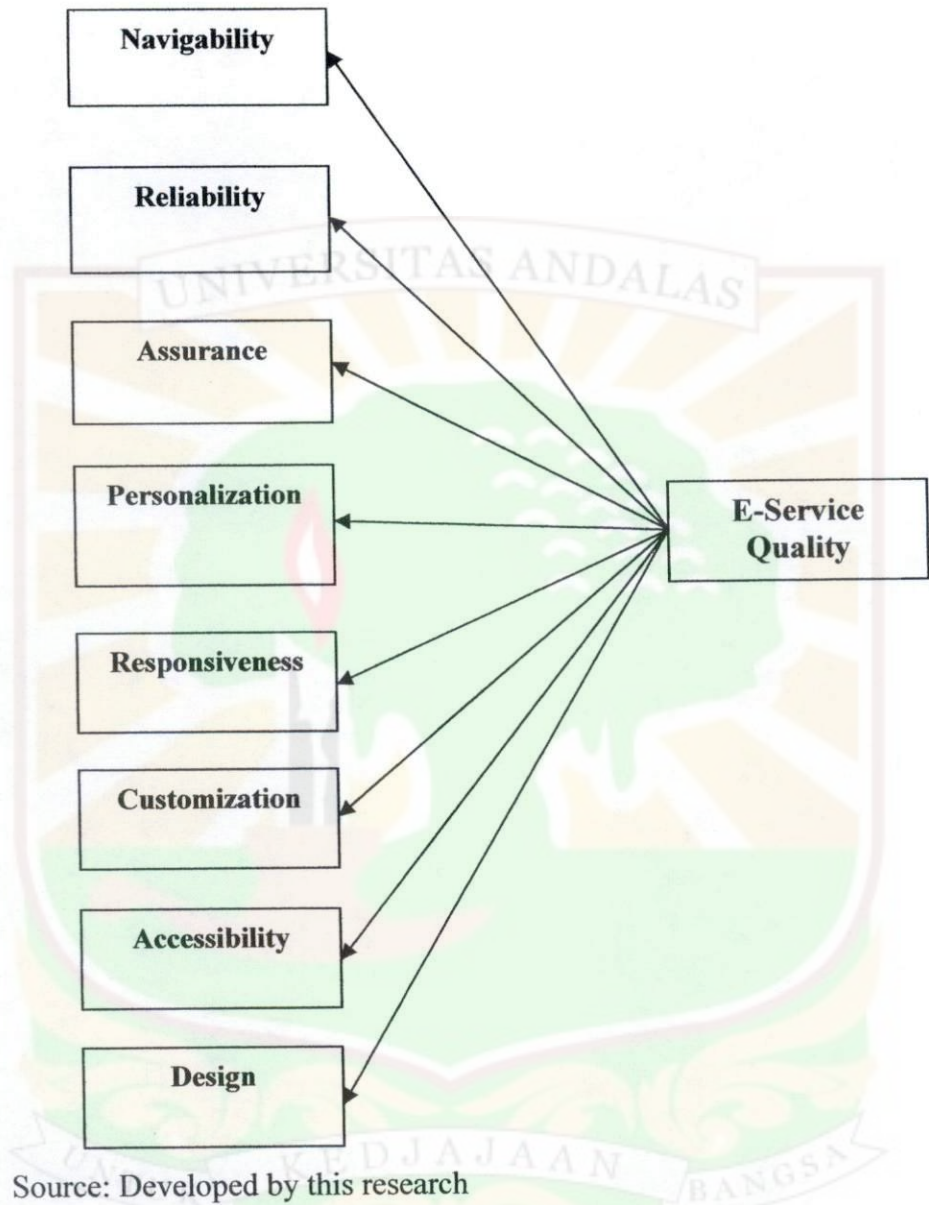
adaptive websites. However, a survey of web users indicates that 70% find online solicitation a hindrance, suggesting that e-tailers must walk a fine line between personalization and personal intrusion (Mulvenna, Anand and Büchner 2000).

Personalization may also related to usability, as personalization which results in making the site more intuitive to the individual user in terms of content, web page design and overall site design should make the site easier for that individual to use (Sipiliopoulou 2000).

All of the nine dimensions tend to have strong impacts on customer perspective to purchase online ticket, depending on the quality performance of those dimensions. More specially, navigation can help the customer to find a search engine, helpful categorization and easy to browse between the web page. In addition, assurance is the crucial thing of service quality on the website because it includes the secure of payment on booking online and trustworthy of the customer in term of payment system. Design, contain of originality of the website and the use of colors are good or not. Accurate and up-to date information are also the important thing to consider by the customer while booking an electronic ticket that define as reliability in service quality. Finally, facilitate in airline website such as email address, telephone number and help can deliver to customization that customer can quickly and easily see if they offer something that suits with them and influence personalization of the customer in term of understanding their specific needs.



2.5 Theoretical Framework



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Data collection method**

This research is using factor analysis that used to obtain information concerning the current status of the phenomena to describe "what exists" with respect to variables or conditions in a situation. The methods involved range from the survey which describes the status quo and the correlation study which investigates the relationship between variables.

- **Population**

Sekaran (2003) conceptualized population as entire group of people, events, or things of interest that the researcher wishes to investigate. Population of the research is the entire online ticket user in Padang.

- **Sample**

Sample is a part of research elements. Sekaran (2003) conceptualized sample as a subset of population. The advantages of taken sample are cheaper cost and quickly result.

The expected sample of this research is 110 respondents. The reason to choose the sample size is based on Roscoe (1975) and Sekaran (2003, p. 295) who conceptualized the rules of thumb for determining sample size:

- Sample sizes larger than 30 and less than 500 are appropriate for most research.



- Where samples are to be broken into sub samples; (male/females, juniors/seniors, etc.), a minimum sample size of 30 for each category is necessary.

Convenience sampling design of the research is refers to the collection of information from members of the population who are conveniently available to provide it. Sekaran (2003) said that convenience sampling is most often used during the exploratory phase of a research project and is perhaps the best way of getting some basic information quickly and efficiently. Sekaran (2003) said that “The sampling here—purposive sampling is confined to specific types of people who can provide the desired information, either because they are the only ones who have it, or conform to some criteria set by the researcher. In this research, the samples are 110 respondents’ online ticket users in Padang.

In the questionnaire, Data collected from 110 respondents and there are a section concerning respondents’ profile to get a general idea about the respondents’ age, education and working status as various factors might also influence their perception.

Data collection is do via a survey where an instrument (questionnaire) that used to record opinions of respondents. The questionnaire comprised of questions related to opinions of respondents when experiencing the services of online ticket.

### **3.2 Questionnaire design**

Questionnaire is form to fit with the objectives of the study and conceptual model. A short questionnaire with conceptually clear and concise statements is judged to be desirable for both the respondents and the researcher. The

questionnaire is designed to examine service quality of online ticket that affect to purchasing online ticket that mentioned in the conceptual model.

The questionnaire included a section on customer's profiles, as various demographic factors (particularly the gender) were likely to influence the degree of using online ticket. Information on demographic features is also useful in formulating the airline's marketing strategy.

The questionnaire were distributed in many travel agencies in Padang, online ticket users in International Airport of Minangkabau, students of bachelor degree of economic in Andalas University, students of master degree of economic in Andalas University, and online ticket users at any places in Padang.

Each item of questionnaire are contents 8 dimensions of online ticket service quality to measure online ticket service quality such as navigability, reliability, assurance, personalization, responsiveness, customization, accessibility and design . The respondents were asked to respond on a scale as to their agreement or disagreement and important or not important with each statement by use of the five point Likert scale (Uma Sekaran, 2003). Questionnaires with 5 point rating scale that classified from:

- 1- Strongly Agree
- 2- Agree
- 3- Neutral
- 4- Disagree
- 5- Strongly Disagree



### 3.3 Operational of Variables

The following table 3.3 describes the measurement criteria used in this research for service quality dimensions and their sources of conceptualizations.

**Table 3.1 : The Operational Definitions of the Research Variables**

Research variables	Dimension	Indicators	References
Service Quality	Navigability	<ul style="list-style-type: none"> <li>Browsing between pages is easy.</li> <li>A good search engine.</li> <li>Categorization of topics is helpful.</li> </ul>	(Riel,Semeijn& Pauwels, 2004)
	Reliability	<ul style="list-style-type: none"> <li>Accurate information</li> <li>Reliable information</li> <li>Up-to date information</li> </ul>	(Riel,Semeijn& Pauwels,2004)
	Assurance	<ul style="list-style-type: none"> <li>Making payments on the internet is secure.</li> <li>Ticketing system will be trustworthy.</li> <li>The purpose of the site is entirely clear to me</li> <li>I trust this site in terms of confidentiality of private information</li> <li>The website looks professional</li> </ul>	(Riel,Semeijn& Pauwels,2004) (Karami, 2006)
	Personalization	<ul style="list-style-type: none"> <li>Website understands my specific needs.</li> <li>This website gives you personal attention.</li> </ul>	(Wolfenbarger and Gilly, 2002)
	Responsiveness	<ul style="list-style-type: none"> <li>Imagine having a problem, it is easy finding help on the site</li> </ul>	(Riel,Semeijn& Pauwels, 2004)
	Customization	<ul style="list-style-type: none"> <li>The site helps to find exactly what I want</li> <li>The site is easy to customize</li> <li>I can quickly and easily see if they offer something that suits me</li> </ul>	(Riel,Semeijn& Pauwels, 2004)
	Accessibility	<ul style="list-style-type: none"> <li>I can easily find e-mail address and telephone number</li> </ul>	(Riel,Semeijn& Pauwels, 2004)
	Design	<ul style="list-style-type: none"> <li>The site is original</li> <li>There are not too much pictures</li> <li>The use of colours on the site is good</li> </ul>	(Riel,Semeijn& Pauwels, 2004)

Source: Developed by this research

### 3.4 Type of Data

**Primary data** is data or other information such as the perceptions and attitudes of customers are best obtained by talking to them; by observing events, people, and objects; or by administering questionnaires to individuals. Such data gathered for research from the actual size of occurrence (Sekaran, 2003). Primary data of the research is the online ticketing user in Padang through questionnaires observation.

### 3.5 Data Analysis Methodology

A series of statistical techniques are required before the quantification of service quality. These statistical analyses are conducted using SPSS; a widely used statistical software package.

Collected data from questionnaires are processed by SPSS program. Factor analysis will used to calculate and analysis data.

#### 3.5.1 Factor analysis

Exploratory factor analysis (EFA) seeks to uncover the underlying structure of a relatively large set of variables. This is the most common form of factor analysis. There is no prior theory and one uses factor loadings to intuit the factor structure of the data. The primary objectives of an EFA are to determine the number of common factors influencing a set of measures and the strength of the relationship between each factor and each observed measure.

***Principal component analysis (PCA):*** The most common form of factor analysis, PCA seeks a linear combination of variables such that the maximum



variance is extracted from the variables. It then removes this variance and seeks a second linear combination which explains the maximum proportion of the remaining variance, and so on. This is called the principal axis method and results in orthogonal (uncorrelated) factors.

From a statistical standpoint, departures from normality, homoscedasticity, and linearity apply only to the extent that they diminished the observed correlations. Only normality is necessary if a statistical test is applied to the significance of the factors, but these tests are rarely used. In fact, some degree of multicollinearity is desirable, because the objective is to identify interrelated set of variables (Hair et al., 2010).

Rotation serves to make the output more understandable and is usually necessary to facilitate the interpretation of factors.

***Orthogonal Rotation Methods***, three major orthogonal approaches are:

1. The ultimate goal of a QUARTIMAX rotation is to simplify the rows of a factor matrix; that is. QUARTIMAX focuses on rotating the initial factor so that a variable loads high on one factor and as low as possible on all other factors.

2. VARIMAX criterion centers on simplifying the columns of the factor matrix.

With the VARIMAX rotational approach, the maximum possible simplification is reached if there are only 1s and 0s in a column. That is, the VARIMAX method maximizes the sum of variance of required loadings of the factor matrix.

3. The EQUIMAX approach is a compromise between the QUARTIMAX and VARIMAX approaches. Rather than concentrating either on simplification of

the rows or on simplification of the columns, it tries to accomplish some of each.

**Oblique Rotation Methods** are similar to orthogonal rotation, except that oblique rotation allows correlated factors instead of maintaining independence between the rotated factors. Most statistical packages typically provide only limited choices for oblique rotations. For example, SPSS provides OBLIMIN; SAS has PROMAX and ORTHOBLIQUE; and BMDP provides DQUART, DOBLIMIN and ORTHOBLIQUE (Hair et al., 2010).

### 3.5.2 Reliability testing

According to Holmes-Smith (2001), reliability test is important to standardize the measurement scales, and to demonstrate whether they truly measure what they are supposed to measure.

Based on Uma Sekaran which cited in *Research methods for Business* (2003), Cronbach alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another. Cronbach alpha coefficient, composite reliability and variance extracted were calculated to measure the reliability of each factor. The coefficient varies from 0 to 1, and a value of 0.6 or less generally indicates unsatisfactory internal consistency reliability. An important property of coefficient alpha is that its value tends to increase with an increase in the number of scale items. (Malhotra, 2010).



## CHAPTER IV

### RESULTS AND DISCUSSION

#### 4.1 Respondent characteristics

The questionnaire is distributed on Juni 2011 to the people who booking electronic ticket and access the website in Padang. Sampling method was done by using *convenience sampling*. According to Roscoe (1975), the sample size of more than 30 and less than 500 is right in doing research. The amount of sample size is 150 respondents. This sample is as representative from customer which would draw conclusions about the entire population that would generalize the interest of population (Sekaran, 2003). The following questionnaire result is presented based on each item of respondent characteristic.

##### 4.1.1 Description of research sample

###### 1. Respondent characteristics based on gender

Table 4.1 is presented respondent characteristics based on gender. The result indicates that mostly the respondents are female with 55,5% from the total of respondents. And the rest 44, 5% are male.

**Table 4.1**  
**Respondent's gender**

Item	F	Percentage (%)
<b>GENDER</b>		
Male	49	44,5%
Female	61	55,5%

Source : Developed by this research

## 2. Respondent characteristics based on age

Table 4.2 is presented respondent characteristic based on age. The amount of respondent majority is 30 – 39 years old which is 44 respondents (40,0%), 20 – 29 years old is 31 respondents (28,2%), 40 – 49 years old is 27 respondents (24,5%), below 20 years old which is 6 respondents (5,5%), and the smallest is above 50 years old which is 2 respondents (1,8%).

**Table 4.2**

### **Respondent's Age**

Item	F	Percentage (%)
<b>AGE</b>		
<20 years	6	5,5%
20 – 29 years	31	28,2%
30- 39 years	44	40,0%
40 – 49 years	27	24,5%
>50 years	2	1,8%

Source : Developed by this research

## 3. Respondent characteristics based on occupation

Table 5.3 is presented respondent characteristics based on occupation. The amount of respondent majority is private company employee which is 37 respondents (33,6%), student is 32 respondents (29,1%), entrepreneur is 18 respondents (16,4%), civil servants is 9 respondents (8,2%), state-owned enterprises employee is 6 respondents (5,5%), police/military is 5 respondents (4,5%), others (job seeker) is 2 respondents (1,8%) and the smallest is retired which is 1 respondent (0,9%).



**Table 4.3****Occupation**

Item	F	Percentage (%)
<b>OCCUPATION</b>		
Civil servants	9	8,2%
State-owned enterprises employee	6	5,5%
Police / Military	5	4,5%
Entrepreneur	18	16,4%
Private company employee	37	33,6%
Retired	1	0,9%
Student	32	29,1%
Others (job seeker)	2	1,8%

Source : Developed by this research

**4. Respondent characteristics based on educational background**

Table 4.4 presented respondent characteristics based on educational background. The amount of respondent majority is bachelor degree which is 75 respondents (68,2%), diploma degree is 29 respondents (26,4%), master degree is 4 respondents (16%), and the smallest is both junior high school and Senior high school which each of it is 1 respondents (0,9%).

**Table 4.4**

**Educational background**

Item	F	Percentage (%)
<b>Educational background</b>		
Junior high school	1	0,9%
Senior high school	1	0,9%
Diploma degree	29	26,4%
Bachelor degree	75	68,2%
Master degree	4	3,6%

Source : Developed by this research

**5. Respondent characteristics based on income**

Table 5.5 presented respondent characteristics based on income. The amount of respondent majority is Rp. 3.000.000 – Rp. 5.000.000 is 47 respondents (42,7%), Rp. 1.000.000 – Rp. 3.000.000 is 38 respondents (34,5%), below Rp. 1.000.000 is 15 respondents (13,6%), Rp. 5.000.000 – Rp. 10.000.000 is 9 respondents (8,2%) and the smallest is above Rp. 10.000.000 which is 1 respondents (0,9%).



**Table 4.5**

**Income**

Item	F	Percentage (%)
<b>Income</b>		
< Rp. 1.000.000	15	13,6%
Rp. 1.000.000 – Rp. 3.000.000	38	34,5%
Rp. 3.000.000 – Rp. 5.000.000	47	42,7%
Rp. 5.000.000 – Rp. 10.000.000	9	8,2%
> Rp. 10.000.000	1	0,9%

Source : Developed by this research

**6. Respondent characteristics based on how long use electronic ticket**

Table 5.6 presented respondent characteristics based on how long use electronic ticket.

**Table 4.6**

**Time use electronic ticket**

Item	F	Percentage (%)
<b>Time use electronic ticket</b>		
<1 year	15	13,6%
1 – 2 years	26	23,6%
2 – 3 years	36	32,7%
3 – 4 years	27	24,5%
>4 years	6	5,5%

Source : Developed by this research

The amount of respondent majority is 2 – 3 years is 36 respondents (32,7%), 3 – 4 years is 27 respondents (24,5%), 1 – 2 years 26 respondents (23,6%), below 1 year is 15 respondents (13,6%), and the smallest is above 4 years which is 6 respondents (5,5%).

#### 7. Respondent characteristics based on flight that often used

Table 4.7 presented respondent characteristics based on flight that often used

**Table 4.7**  
**Flight often used**

Item	F	Percentage (%)
<b>Flight</b>		
Garuda	7	6,4%
Lion	67	60,9%
Batavia	29	26,4%
Air Asia	3	2,7%
Sriwijaya	4	3,6%

Source : Developed by this research

The amount of respondent majority is Lion which is 67 respondents (60,9%), Batavia is 29 respondents (26,4%), Garuda is 7 respondents (6,4%), Sriwijaya is 4 respondents (3,6%) and the smallest is Air Asia which is 3 respondents (2,7%).



#### 4.2 Descriptive statistic of the Variables

Table 4.8

##### Result of Service Quality's Statement from Questionnaire

No	Statement of Service Quality	Answer										Mean
		SD		D		N		A		SA		
		f	%	f	%	f	%	F	%	f	%	
1	Browsing between pages is easy			3	2.7	12	10.9	63	57.3	32	29.1	4.12
2	A good search engine			3	2.7	16	14.5	60	54.5	31	28.2	4.08
3	Categorization of topics is helpful			2	1.8	8	7.3	59	53.6	41	37.3	4.26
4	Accurate information			4	3.6	17	15.5	57	51.8	32	29.1	4.06
5	Reliable information			3	2.7	10	9.1	68	61.8	29	26.4	4.11
6	Up-to date information			4	3.6	12	10.9	57	51.8	37	33.6	4.15
7	Making payments on the internet is secure					23	20.9	57	51.8	30	27.3	4.06
8	Ticketing system will be trustworthy			4	3.6	19	17.3	54	49.1	33	30.3	4.05
9	The purpose of the site is entirely clear to me					14	12.7	62	56.4	34	30.9	4.18
10	I trust this site in terms of confidentiality of private information			1	0.9	11	10.0	65	59.1	33	30.0	4.18
11	The website looks professional			1	0.9	13	11.8	56	50.9	40	36.4	4.22
12	Website understands my specific needs			6	5.5	17	15.5	53	48.2	34	30.9	4.04
13	This website gives you personal attention					12	10.9	62	56.4	36	32.7	4.21
14	Imagine having a problem, it is easy finding help on the site			7	6.4	25	22.7	48	43.6	30	27.3	3.91
15	The site helps to find exactly what I want			6	5.5	7	6.4	55	50.0	42	38.2	4.20
16	The site is easy to customize			10	9.1	25	22.7	46	41.8	29	26.4	3.85
17	I can quickly and easily see if they offer something that suits me			3	2.7	11	10.0	61	55.5	35	31.8	4.16
18	I can easily find e-mail address and telephone number			8	7.3	11	10.0	58	52.7	33	30.0	4.05
19	The site is original			6	5.5	12	10.9	52	47.3	40	36.4	4.14
20	There are not too much pictures			5	4.5	25	22.7	49	44.5	31	28.2	3.96
21	The use of colors on the site is good			2	1.8	10	9.1	58	52.7	40	36.4	4.23
TOTAL MEAN												4.10

From the table 4.8, we can conclude that the highest mean for service quality measurement is item 3 (4.26), "Categorization of topics is helpful". This shows the majority of respondents (53.6%) did agree to determine the categorization of topic is helpful in the airline's website, this statement is also supported by 37.3% of respondents strongly agreed to determine the categorization of topic is helpful in the airline's website. While respondents expressed neutral to the statement only 7.3% and disagreed to the statement only 1.8%.

The table 4.8 also shows the lower mean for service quality measurement is item 16 (3.85), "The site is easy to customize". This shows the majority of respondents (41.8%) agreed to determine the site is easy to customize in airline's website, this statement is also supported by 26.4% of respondents stated strongly agree to determine the site is easy to customize in airline's website. However, respondents who expressed neutral to the statement is still quite a lot that is equal to 22.7% and disagreed only 9.1%. This means that many respondents are hesitant to determine the site is easy to customize in airline's website so that it can affect service quality in airline's website.

### **4.3 Factor analysis**

The factor analysis is performed using the principal component extraction method with varimax rotation.

#### **4.3.1 Initial Factor analysis**

##### **4.3.1.1 Initial KMO and Bartlett's test**

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is an index used to examine the appropriateness of factor analysis. High



values (between 0.5 and 1.0) indicate factor analysis is appropriate. Values below 0.5 imply that factor analysis may not be appropriate (Field, 2000). Based on the result from table 4.9, the KMO measure is 0,722. Bartlett's test of sphericity tests whether the correlation matrix is an identity matrix, which would indicate that the factor model is inappropriate. From the same table, we can see that the Bartlett's test of sphericity is significant ( $p < .001$ ). That is, its associated probability is less than 0.05. In fact, it is actually 0.000. This means that the correlation matrix is not an identity matrix. So, it is appropriate to proceed a factor analysis for the data.

**Table 4.9**  
**Initial KMO and Bartlett's test**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,722
Bartlett's Test of Sphericity	Approx. Chi-Square	1611,368
	df	210
	Sig.	,000

#### 4.3.1.2 Initial Anti image matrices

The KMO values for variables are produced on the diagonal of the anti-image correlation matrix. These values make the anti-image correlation matrix an extremely important part of the output (although the anti-image covariance matrix can be ignored). As well as checking the overall KMO statistics, it is important to examine the diagonal elements of the anti-image correlation matrix. The value should be above 0.5 for all variables (Field, 2000).

Based on the output before the rotation (see on appendix), the MSA for all of variables included in the analysis was greater than 0.5, so the factor analysis is appropriate.

#### 4.3.1.3 Initial Communalities

Communalities represent the proportion of the variance in the original variables that is accounted for by the factor solution. The factor solution should explain at least half of each original variable's variance, so the communality value for each variable should be 0.50 or higher (Field, 2000).

On the iteration (see table 4.10), the communalities for all of the variables included on the components were greater than 0.50 and all variables had simple structure. So, the principal component analysis has been completed.

**Table 4.10**  
**Initial Communalities**

Communalities		
	Initial	Extraction
n1	1,000	,847
n2	1,000	,613
n3	1,000	,694
rl1	1,000	,980
rl2	1,000	,943
rl3	1,000	,824
a1	1,000	,803
a2	1,000	,738
a3	1,000	,814
a4	1,000	,770
a5	1,000	,810
ps1	1,000	,797
ps2	1,000	,868
rs1	1,000	,675
cs1	1,000	,731
cs2	1,000	,825
cs3	1,000	,935
ac1	1,000	,777
d1	1,000	,829
d2	1,000	,908
d3	1,000	,934

Extraction Method: Principal Component Analysis.



#### **4.3.1.4 Initial Factor extraction**

The first part of the factor extraction process is to determine the linear components within the data set (the eigenvectors) by calculating the eigenvalues of the R-matrix. By default, SPSS uses Kaiser's criterion of retaining factors with eigenvalues greater than 1. In this approach, only factors with Eigenvalues greater than 1.0 are retained. An Eigenvalue represents the amount of variance associated with the factor. Hence, only factors with a variance greater than 1.0 are included. Factors with variance less than 1.0 are no better than a single variable, since, due to standardization, each variable has a variance of 1.0 (Field, 2000).

Based on the output on first iteration (see table 4.11), lists the eigenvalues associated with each linear component (factor) before extraction, after extraction and after rotation. Before extraction, SPSS has identified 21 linear components within the data set. The eigenvalues associated with each factor represent the variance explained by that particular linear component and SPSS also displays the eigenvalues in terms of the percentage of variance explained. (so, factor 1 explains 31,657% of total variance). It should be clear that the first few factors explain relatively large amounts of variance (especially factor 1) whereas subsequent factors explain only small amounts of variance. SPSS then extracts all factors with eigenvalues greater than 1, which leaves us with six factors.

**Table 4.11**  
**Initial Total Variance Explained**

**Total Variance Explained**

Componen	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6,648	31,657	31,657	6,648	31,657	31,657	4,495	21,404	21,404
2	2,928	13,943	45,600	2,928	13,943	45,600	2,744	13,068	34,472
3	1,759	8,378	53,978	1,759	8,378	53,978	2,416	11,503	45,975
4	1,469	6,996	60,974	1,469	6,996	60,974	1,989	9,469	55,444
5	1,338	6,371	67,345	1,338	6,371	67,345	1,595	7,596	63,040
6	1,108	5,275	72,620	1,108	5,275	72,620	1,497	7,129	70,169
7	,993	4,729	77,349	,993	4,729	77,349	1,349	6,424	76,592
8	,871	4,148	81,497	,871	4,148	81,497	1,030	4,904	81,497
9	,674	3,209	84,705						
10	,605	2,880	87,586						
11	,513	2,443	90,029						
12	,460	2,191	92,220						
13	,432	2,058	94,278						
14	,309	1,472	95,751						
15	,234	1,114	96,864						
16	,209	,997	97,861						
17	,168	,798	98,659						
18	,114	,545	99,204						
19	,078	,370	99,574						
20	,046	,218	99,792						
21	,044	,208	100,000						

Extraction Method: Principal Component Analysis.

#### 4.3.1.5 Rotated component matrix

Rotation serves to make the output more understandable and is usually necessary to facilitate the interpretation of factors. The sum of eigenvalues is not affected by rotation, but rotation will alter the eigenvalues (and percent of variance explained) of particular factors and will change the factor loadings. Since alternative rotations may explain the same variance (have the same total eigenvalue) but have different factor loadings, and since factor loadings are used to intuit the meaning of factors, this means that different meanings may be ascribed to the factors depending on the rotation - a problem often cited as a drawback to factor analysis. If factor analysis is used, the researcher may wish to



experiment with alternative rotation methods to see which leads to the most interpretable factor structure. Hair et al. (1992) suggested that variables with loadings greater than 0.3 were considered significant; loadings greater than 0.4, more important; and loadings 0.5 or greater were very significant. For this study, the general criteria were to accept items with loadings of 0.4 or greater (Tan, 2000).

In variable a5 (see table 4.11), there are almost same loading between factor 1 [0.652] with factor 4 [0.506] which have loading's greater than 0.4. Since they have 2 factor loading in one variable that greater than 0.4, the variable should be removed from the next iteration of the principal component analysis.

Based on table 4.12, on first iteration, First factor is marked by high loading on rl2 "reliable information", n1 "Browsing between pages is easy", n3 "Categorization of topics is helpful", rl3 "up-to date information", a4 "I trust this site in terms of confidentiality of private information", and a5 "The website looks professional".

Second factor is marked by high loading on d2 "There are not too much pictures", cs2 "the site is easy to customize", n2 "a good search engine" and rs1 "imagine having a problem, it is easy finding help on the site".

Third factor is marked by high loading on d3 "the use of colors on the site is good", cs3 "I can quickly and easily see if they offer something that suits me", and cs1 "the site helps to find exactly what I want".

Fourth factor is marked by high loading on d1 "the site is original", and ac1 "I can easily find e-mail address and telephone number".

Fifth factor is marked by high loading on ps2 “this website gives you personal attention”, and ps1 “website understands my specific needs”.

Sixth factor is marked by high loading on a3 “the purpose of the site is entirely clear to me” and a2 “ticketing system will be trustworthy.”

Seventh factor is marked by a1 “making payments on the internet is secure”.

Eight factor is marked by rL1 “accurate information”.

**Table 4.12**

**Initial Rotated Component Matrix<sup>a</sup>**

**Rotated Component Matrix**

	Component							
	1	2	3	4	5	6	7	8
rI2	,942							
n1	,901							
n3	,803							
rI3	,792							
a4	,766							
a5	,652			,506				
d2		,928						
cs2		,851						
n2		,679						
rs1		,633						
d3			,932					
cs3			,931					
cs1			,664					
d1				,831				
ac1				,773				
ps2					,905			
ps1					,694			
a3						,792		
a2						,723		
a1							,828	
rI1								,979

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.



### 4.3.2 Revised Factor Analysis

On [a5] "the website looks professional" was removed because they have 2 factor loading in one variable were greater than 0.4. Since they have 2 factor loading in one variable that greater than 0.4, the variable should be removed.

#### 4.3.2.2 Revised KMO and Bartlett's test

Table 4.13

##### Revised KMO and Bartlett's test

Based on the result from table 4.13, after the rotation the KMO measure is 0,721. From the same table, we can see that the Bartlett's test of sphericity is significant ( $p < .001$ ). That is, its associated probability is less than 0.05. In fact, it is actually 0.000. This means that the correlation matrix is not an identity matrix. So, the data is appropriate to proceed a factor analysis.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,721
Bartlett's Test of Sphericity	Approx. Chi-Square	1401,987
	df	190
	Sig.	,000

#### 4.3.2.3 Revised Anti image matrices

Then based on the output after the rotation (see on appendix), the MSA for all of variables included in the analysis was greater than 0.5, so the factor analysis is appropriate.

#### 4.3.2.4 Revised Communalities

On last iteration (see table 4.14), the communalities for all of the variables included on the components were greater than 0.50 and all variables had simple structure. So, the principal component analysis has been completed.

**Table 4.14**

#### Revised Communalities

##### Communalities

	Initial	Extraction
n1	1,000	,851
n2	1,000	,628
n3	1,000	,698
rl1	1,000	,980
rl2	1,000	,948
rl3	1,000	,786
a1	1,000	,820
a2	1,000	,787
a3	1,000	,810
a4	1,000	,745
ps1	1,000	,804
ps2	1,000	,874
rs1	1,000	,685
cs1	1,000	,733
cs2	1,000	,828
cs3	1,000	,933
ac1	1,000	,806
d1	1,000	,811
d2	1,000	,910
d3	1,000	,933

Extraction Method: Principal Component Analysis.

#### 4.3.2.5 Revised Factor extraction

On the last iteration (see table 4.15) after removing one variable. Before extraction, SPSS has identified 20 linear components within the data set. The eigenvalues associated with each factor represent the variance explained by that particular linear component and SPSS also displays the eigenvalues in terms of the percentage of variance explained. (So, factor 1 explains 30.411% of total



variance). SPSS then extracts all factors with eigenvalues greater than 1, which leaves us with eight factors.

**Table 4.15**

**Revised Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6,082	30,411	30,411	6,082	30,411	30,411	4,078	20,390	20,390
2	2,821	14,106	44,517	2,821	14,106	44,517	2,720	13,601	33,991
3	1,756	8,779	53,296	1,756	8,779	53,296	2,414	12,068	46,059
4	1,469	7,343	60,639	1,469	7,343	60,639	1,759	8,795	54,854
5	1,316	6,578	67,217	1,316	6,578	67,217	1,574	7,869	62,723
6	1,090	5,452	72,669	1,090	5,452	72,669	1,455	7,275	69,998
7	,980	4,902	77,571	,980	4,902	77,571	1,340	6,699	76,697
8	,854	4,268	81,839	,854	4,268	81,839	1,029	5,143	81,839
9	,631	3,157	84,996						
10	,603	3,017	88,013						
11	,477	2,385	90,398						
12	,457	2,285	92,683						
13	,339	1,696	94,379						
14	,309	1,543	95,922						
15	,233	1,167	97,089						
16	,206	1,029	98,118						
17	,164	,819	98,936						
18	,114	,569	99,506						
19	,054	,269	99,774						
20	,045	,226	100,000						

Extraction Method: Principal Component Analysis.

**4.3.2.6 Revised rotated component matrix**

On last iteration that shown in table 4.16 , First factor is marked by high loading on rl2 “reliable information”, n1 “Browsing between pages is easy”, n3 “Categorization of topics is helpful”, rl3 “up-to date information”, and a4 “I trust this site in terms of confidentiality of private information”.

Second factor is marked by high loading on d2 “There are not too much pictures”, cs2 “the site is easy to customize”, n2 “a good search engine” and rs1 “imagine having a problem, it is easy finding help on the site”.

Third factor is marked by high loading on d3 “the use of colors on the site is good”, cs3 “I can quickly and easily see if they offer something that suits me”, and cs1 “the site helps to find exactly what I want”.

Fourth factor is marked by high loading on ac1 “I can easily find e-mail address and telephone number” and d1 “the site is original”.

Fifth factor is marked by high loading on ps2 “this website gives you personal attention”, and ps1 “website understands my specific needs”.

Sixth factor is marked by high loading on a3 “the purpose of the site is entirely clear to me” and a2 “ticketing system will be trustworthy.”

Seventh factor is marked by a1 “making payments on the internet is secure”.

Eight factor is marked by rL1 “accurate information”.



**Table 4.16**  
**Revised Rotated Component Matrix<sup>a</sup>**

Rotated Component Matrix								
	Component							
	1	2	3	4	5	6	7	8
rl2	,944							
n1	,907							
n3	,811							
rl3	,785							
a4	,758							
d2		,928						
cs2		,852						
n2		,684						
rs1		,622						
d3			,933					
cs3			,931					
cs1			,669					
ac1				,822				
d1				,812				
ps2					,908			
ps1					,681			
a3						,793		
a2						,730		
a1							,844	
rl1								,979

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

Based on (table 4.16) the results of factor analysis, the variables are classified into eight dimensions, which are suitably named. The dimensions and the corresponding variables are shown below in table 4.17. Generally, factor loading represents how much a factor explains a variable. High loading indicates that the factor strongly influences the variable. Assuming a factor loading of more than 0.80 as having high impact on the variables, it is concluded from the above output that some variables which are less than 0.4 need attention for the quality improvement of service quality on airline's website.

**Table 4.17**  
**Dimensions Variables**

<i>Dimensions</i>	<i>Variables</i>
<i>Reliability</i>	rl2, n1, n3, rl3, a4
<i>Design</i>	d2, cs2, n2, rs1
<i>Usability</i>	d3, cs3, cs1
<i>Accessibility</i>	ac1, d1
<i>Personalization</i>	ps2, ps1
<i>Assurance</i>	a3, a2
<i>Security assurance</i>	a1
<i>Accuracy reliability</i>	rl1

#### 4.4 Reliability testing

Based on Uma Sekaran which cited in *Research methods for Business* (2003), Cronbach alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another. Scale reliabilities range from 0,6 to 0,96 indicating that they exhibit an acceptable level of reliability ( $\alpha > 0,6$ ) (Nunnally, 1978). Based on the analysis of the reliability (see on table 4.18), the result shows that the value of cronbach's alpha for six variable is greater than 0,6 and less than 0,96 which means the data is reliable to be processed. But, the other two variables which are security assurance and accuracy reliability were greater than 0.96, so these variables should be excluded.



**Table 4.18 Reliability Testing**

Variable	Cronbach's Alpha	Item
Reliability	0,921	5
Design	0,834	4
Usability	0,869	3
Accessibility	0,688	2
Personalization	0,718	2
Assurance	0,616	2
Security assurance	1.000	1
Accuracy reliability	1.000	1

Source : Developed by this research

## 4.5 Discussion

**Table 4.19**  
**Factor Analysis Results**

<b>Factor 1 : Reliability</b>	<b>Loadings</b>	<b>Reliability</b>	<b>Eigenvalues</b>
		<b>0,921</b>	<b>6,082</b>
rl2: Reliable information	<b>0,944</b>		
n1: Browsing between pages is easy	<b>0,907</b>		
n3: Categorization of topics is helpful	<b>0,811</b>		
rl3: up-to date information	<b>0,785</b>		
a4: I trust this site in terms of confidentiality of private information	<b>0,758</b>		
<b>Factor 2 : Design</b>			
		<b>0,834</b>	<b>2,821</b>
d2: There are not too much pictures	<b>0,928</b>		
cs2: the site is easy to customize	<b>0,852</b>		
n2: a good search engine			
rs1: imagine having a problem, it is easy finding help on the site	<b>0,684</b> <b>0,622</b>		
<b>Factor 3 : Usability</b>			
		<b>0,869</b>	<b>1,756</b>
d3: the use of colors on the site is good	<b>0,933</b>		
cs3: I can quickly and easily see if they offer something that suits me	<b>0,931</b>		
cs1: the site helps to find exactly what I want	<b>0,669</b>		
<b>Factor 4 : Accessibility</b>			
		<b>0,688</b>	<b>1,469</b>
ac1: I can easily find e-mail address and telephone number	<b>0,822</b>		
d1: the site is original	<b>0,812</b>		
<b>Factor 5 : Personalization</b>			
		<b>0,718</b>	<b>1,316</b>
ps2: this website gives you personal attention	<b>0,908</b>		
ps1: website understands my specific needs	<b>0,681</b>		
<b>Factor 6 : Assurance</b>			
		<b>0,616</b>	<b>1,090</b>
a3: the purpose of the site is entirely clear to me	<b>0,793</b>		
a2: ticketing system will be trustworthy	<b>0,730</b>		

Source : Developed by this research

### **Factor 1 : Reliability**

First factor consists of [rl2] reliable information; you can rely on any information related to booking electronic ticket, time to flight, and any others information in the website. Information in the website was easy to brows between



the page [n1], the categorization was helpful [n3], and up-to date information [r13] related to the price and flight. The customer can trust the site in terms of confidentiality of private information [a4] in remaining the register, you can rely on airline's company for not misusing information. All these criteria are related to reliability dimensions that mentioned in the theory.

Reliability dimension includes online travel agencies are required to reserve and offer the correct number of seats in an aeroplane, offer the packages at the advertised prices, and reserve the correct type of hotel room for the number of nights requested by the customer and all of these criteria are related to the theoretical perspective of reliability, which according to (Van Riel et al., 2004). The eigenvalue of this factor is 6,082.

### **Factor 2 : Design**

Second factor consists of the design website that provide the way information is presented, in terms of layout, number, relevance and quality of pictures [d2], font size and style, will affect the way customers respond to the service. The designs will working properly if the site easy to customize [cs2], having a good search engine [n2], and finding help on the site [rs1]. For travel sites, high quality design would mean that the customers could easily perform complex searches on, for example, type of holiday, type of transportation, country, date and price.

All these criteria are related to the theoretical perspective of design, which according to (Van Riel et al., 2004). The eigenvalue of this factor is 2,821.

### **Factor 3 : Usability**

Third factor consists of the website provides the using of color in the website [d3]. The use of color tends to determine the identity and image of the company such as Air Asia use red color in their website. Customers may therefore expect online services to respond to their individual needs (Bitner *et al.*, 2000). Customization is strongly related to the *empathy* dimension in SERVQUAL, as the online firm shows its appreciation of the customer's unique needs and preferences by making the site adaptable so that the customer can quickly and easily see if they offer something that suits with them [cs3]. It can be classified with categorization of color in the website. A good use of color can also helps customer to find exactly what they want [cs1].

All these criteria are related to the theoretical perspective of usability, which according to Van Riel *et al.* (2004). The eigenvalue of this factor is 1,756.

#### **Factor 4 : Accessibility**

Fourth factor consists of easy to find e-mail address and telephone number in the website [ac1] and the originality of website [d1]. Nowadays, airline's website that provides booking electronic ticket is not original at all. So, the customer can find the email address and telephone number in the website to make sure it's originality and customers will not fraud with a non-original airline's website.

All these criteria are related to the theoretical perspective of accessibility, which according to Van Riel *et al.* (2004) which is High levels of interface quality would imply easy access to the site itself, to company staff, and to the different services when needed. The eigenvalue of this factor is 1,469.



### **Factor 5 : Personalization**

Fifth factor consists of the website gives you personal attention [ps2] and understands your specific needs [ps1]. In the online setting, personalization includes recommendation systems based on collaborative filtering or observational techniques, customization and adaptive websites.

All these criteria are related to the theoretical perspective of personalization, which according to Wolfinbarger and Gilly, (2002) that personalization may also related to usability, as personalization which results in making the site more intuitive to the individual user in terms of content, web page design and overall site design should make the site easier for that individual to use. The eigenvalue of this factor is 1,316.

### **Factor 6 : Assurance**

Sixth factor consists of the purpose of the site is entirely clear [a3] and the trustworthy of ticketing system [a2]. All these criteria are related to the theoretical perspective of assurance, which according to Van Riel et al. (2004). It is the impression of assurance the website makes on the customer that will lead to trust. The *security and privacy* dimension used by Zeithaml et al. (2000), which involves the degree to which the customer believes the site is safe from intrusion and personal information is protected (Zeithaml et al., 2000: p. 16) is part of the assurance dimension. Trust is often claimed to be the most important online service quality dimension. The eigenvalue of this factor is 1,090.

## CHAPTER V

### CONCLUSION AND LIMITATION

This chapter provides conclusions drawn from findings and discussion presented in the previous chapter, followed by assessment of the potential limitations present in this study and possible future directions for the research.

#### 5.1 Conclusion of the research

This research is a quantitative research to get statistical data to show factors of service quality affecting purchasing electronic ticket, by using factor analysis. It has been conducted on entire online ticket user in Padang.

The data used are primary data. Primary data is gathered by questionnaires distribution to online ticket user in Padang. Data have been processed by using a factor analysis with SPSS 15.0 software tool as previous data processing, classical assumption test has been performed in order to ascertain that data are normally distributed.

Based on the results of factor analysis, the variables are classified into eight dimensions:

1. First factor consists of reliable information provided on the website, easy to brows between the pages, the categorization was helpful, up-to date information related to the price and flight, and the customer can trust the site in terms of confidentiality of private information. Then this factor can be named **Reliability**.
2. Second factor consists of design website that provides the way information and the design will working properly if the site easy to customize, having a



good search engine, and finding help on the site. For travel sites, high quality design would mean that the customers could easily perform complex searches on, for example, type of holiday, type of transportation, country, date and price. Then this factor can be named **Design**.

3. Third factor consists of the website provides the using of color in the website.

The use of color tends to determine the identity and image of the company such as Air Asia use red color in their website. Customization is strongly related to the *empathy* dimension in SERVQUAL, as the online firm shows its appreciation of the customer's unique needs and preferences by making the site adaptable so that the customer can quickly and easily see if they offer something that suits with them. A good use of color can also helps customer to find exactly what they want. Then this factor can be named **Usability**.

4. Fourth factor consists of easy to find e-mail address and telephone number in the website and the originality of website to make sure it's originality and customers will not fraud with a non-original airline's website. Then this factor can be named **Accessibility**.

5. Fifth factor consists of the website gives you personal attention and understands your specific needs. In the online setting, personalization includes recommendation systems based on collaborative filtering or observational techniques, customization and adaptive websites. Then this factor can be named **Personalization**.

6. Sixth factor consists of the purpose of the site is entirely clear and the trustworthy of ticketing system. It is the impression of assurance the website makes on the customer that will lead to trust. The *security and privacy*

dimension involves the degree to which the customer believes the site is safe from intrusion and personal information is protected. Then this factor can be named **Assurance**.

## **5.2 Limitations of the research**

There are some limitations of this research and some advice to be considered in further research, as follows:

1. This study only examines the good service quality for website of electronic ticket in Padang.

The author suggests that for the further research could measure the satisfaction and dissatisfaction of customer related to the service quality that provide by the website.

2. Responses to the questionnaires may be influenced by the individual's mood and by the environmental conditions in the setting at the time the questionnaires are completed.
3. Response to the questionnaire could be not so honest.

## **5.3 Implication of the research**

This research have several implications for Airline service in Padang in order to provide a good quality of their website. This research found that there are six factors that affect online booking's service quality of Airline's website in Padang which are reliability, design, usability, accessibility, personalization, and assurance.

Reliability dimension suggests that reliability may be the critical determinant of the success of the website in booking electronic ticket. It is found



that reliability is the most important factor in service quality in this study. The company should pay more attention about a good criterion of information that provides what appropriate information could be appeared in the website. Up-to date information is about the time to flight that must provide by the website in term of fulfill the customer need and want. Easy browsing page of the website can allows the customer to manoeuvre easily, logically and quickly back and forth through the pages. Website should try their best to ensure and keep the trust of customer in terms of confidentiality of private information of the customer.

Design website indicate that providing the way information is presented, in terms of layout, number, relevance and quality of pictures, font size and style, will affect the way customers respond to the service. The designs will working properly if the site easy to customize, having a good search engine, and finding help on the site. For travel sites, high quality design would mean that the customers could easily perform complex searches on, for example, type of holiday, type of transportation, country, date and price.

Usability dimension indicate that easily of customer to find exactly what they need in the website. Beside that, using an appropriate color in the website tends to determine the identity and image of the company such as Air Asia use red color in their website. Customers may therefore expect online services to respond to their individual needs. Customization is strongly related to the empathy dimension in SERVQUAL, as the online firm shows its appreciation of the customer's unique needs and preferences by making the site adaptable so that the customer can quickly and easily see if they offer something that suits with them. It

can be classified with categorization of color in the website. A good use of color can also help customer to find exactly what they want.

Accessibility dimension indicate that the website should pay more attention to customers' emails, phone calls and personal contact face to face when problems occur. The website of airline should reply customers' e-mails as soon as possible and provide proper information when customers need some advice. Since quick response can increase customers' satisfaction, personal contact can establish good relationship and trust with the customers. It is recommended that the company can provide live support over the website instead of e-mails.

Personalization may also related to usability, as personalization which results in making the site more intuitive to the individual user in terms of content, web page design and overall site design should make the site easier for that individual to use. In personalization, website should be understands your specific needs in term of booking electronic ticket and customer can measure the website can give them a personal attention or not.

Assurances indicate that the impression of the website makes on the customer that will lead to trust. The security and privacy dimension, which involves the degree to which the customer believes the site is safe from intrusion and personal information is protected is part of the assurance dimension. Trust is often claimed to be the most important online service quality dimension. The purpose of the website should be clear so that customer can access easily in term of ticketing system in the website.



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## APPENDIX

### Kuesioner

#### Studi Empiris dari Kualitas Pelayanan dalam Pembelian Elektronik Tiket

##### A. Profil Responden

###### Petunjuk pengisian:

Pilihlah jawaban yang paling tepat dan sesuai menurut Anda dengan memberi tanda [✓] pada kotak yang tersedia.

1. Jenis kelamin  
☐ 1. Pria      ☐ 2. Wanita      ☐ 5. > Rp. 10.000.000
2. Usia (Tahun)  
☐ 1. < 20      ☐ 2. 20 – 29  
☐ 3. 30 – 39      ☐ 4. 40 – 49  
☐ 5. > 50
3. Pekerjaan  
☐ 1. PNS      ☐ 2. Peg. BUMN  
☐ 3. Polisi / ABRI      ☐ 4. Wiraswasta  
☐ 5. Peg. Swasta      ☐ 6. Pensiunan  
☐ 7. Pelajar / Mahasiswa      ☐ 8. Lain – lain / sebutkan...pencari kerja
4. Pendidikan Terakhir  
☐ 1. SMP      ☐ 2. SMA  
☐ 3. D1 / D3      ☐ 4. S1  
☐ 5. S2
5. Pendapatan per bulan  
☐ 1. < Rp. 1.000.000  
☐ 2. Rp. 1.000.000 – Rp. 3.000.000  
☐ 3. Rp. 3.000.000 – Rp. 5.000.000  
☐ 4. Rp. 5.000.000 – Rp. 10.000.000
6. Telah berapa lama menggunakan tiket online  
☐ 1. < 1 tahun      ☐ 2. 1- 2 tahun  
☐ 3. 2 – 3 tahun      ☐ 4. 3 – 4 tahun  
☐ 5. > 4 tahun
7. Penerbangan yang sering menggunakan tiket online  
☐ 1. Garuda      ☐ 2. Lion  
☐ 3. Batavia      ☐ 4. Air asia  
☐ 5. Mandala      ☐ 6. Sriwijaya  
☐ 7. Merpati
8. Sistem pembayaran yang sering digunakan  
☐ 1. ATM  
☐ 2. Kartu Kredit  
☐ 3. Pay Pal  
☐ 4. Lainnya/sebutkan .....Rekening ke BANK

## B. Kualitas Pelayanan Elektronik Tiket melalui Website

### Petunjuk pengisian:

Pilihlah jawaban yang paling tepat dan sesuai menurut Anda dengan memberi tanda [✓] pada kotak yang tersedia yang berarti :

1 = Sangat Tidak Setuju (STS)

4 = Setuju (S)

2 = Tidak Setuju (TS)

5 = Sangat Setuju (SS)

3 = Netral (N)

N O	PERNYATAAN	STS	TS	N	S	SS
<b>RELIABILITY</b>						
1.	Website memberikan informasi yang akurat	1	2	3	4	5
2.	Website memberikan informasi yang dapat diandalkan	1	2	3	4	5
3.	Website memberikan informasi yang mutakhir	1	2	3	4	5
<b>NAVIGABILITY</b>						
4.	Website mempermudah pengaksesan antar halaman website	1	2	3	4	5
5.	Website menyediakan sistem pencarian/search yang bagus	1	2	3	4	5
6.	Website menyediakan pembagian topik yang bermanfaat	1	2	3	4	5
<b>ASSURANCE</b>						
7.	Website menyediakan sistem pembayaran tiket yang aman	1	2	3	4	5
8.	Website menyediakan sistem e-tiket yang dapat dipercaya	1	2	3	4	5
9.	Website memberikan tujuan yang sangat jelas bagi saya	1	2	3	4	5
10.	Website dapat dipercaya dalam merahasiakan informasi pribadi saya	1	2	3	4	5
11.	Website kelihatan profesional	1	2	3	4	5
<b>PERSONALIZATION</b>						
12.	Website dapat memenuhi kebutuhan saya	1	2	3	4	5
13.	Website bisa menarik perhatian saya	1	2	3	4	5
<b>RESPONSIVENESS</b>						
14.	Website memudahkan saya menemukan bantuan/help	1	2	3	4	5
<b>CUSTOMIZATION</b>						
15.	Website dapat mencari sesuatu yang saya inginkan dengan tepat dan benar	1	2	3	4	5
16.	Website ini mudah dipahami	1	2	3	4	5
17.	Website menyediakan sesuatu yang cocok bagi saya dengan mudah dan cepat	1	2	3	4	5
<b>ACCESSIBILITY</b>						
18.	Website mempermudah saya mencari alamat e-mail dan nomor telepon yang tersedia	1	2	3	4	5



	DESIGN					
19.	Website original/asli	1	2	3	4	5
20.	Website mempunyai tampilan gambar yang tidak terlalu banyak	1	2	3	4	5
21.	Website mempunyai penggunaan warna yang menarik	1	2	3	4	5



## Frequencies

Statistics

		gender	age	occupation	education	income	how long use ticket online	airline often use	payment system
N	Valid	110	110	110	110	110	110	110	110
	Missing	0	0	0	0	0	0	0	0
Mean		1,55	2,89	4,90	3,73	2,48	2,85	2,40	2,16

## Frequency Table

gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	49	44,5	44,5	44,5
	female	61	55,5	55,5	100,0
	Total	110	100,0	100,0	

age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<20	6	5,5	5,5	5,5
	20-29	31	28,2	28,2	33,6
	30-39	44	40,0	40,0	73,6
	40-49	27	24,5	24,5	98,2
	>50	2	1,8	1,8	100,0
	Total	110	100,0	100,0	



### occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	civil servant	9	8,2	8,2	8,2
	State-owned enterprises	6	5,5	5,5	13,6
	Police / Military	5	4,5	4,5	18,2
	Entrepreneur	18	16,4	16,4	34,5
	Private company employee	37	33,6	33,6	68,2
	Retired	1	,9	,9	69,1
	Student	32	29,1	29,1	98,2
	job seeker	2	1,8	1,8	100,0
	Total	110	100,0	100,0	

### education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Junior high school	1	,9	,9	,9
	Senior high school	1	,9	,9	1,8
	Diploma degree	29	26,4	26,4	28,2
	Bachelor degree	75	68,2	68,2	96,4
	Master degree	4	3,6	3,6	100,0
	Total	110	100,0	100,0	

### income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp. 1.000.000	15	13,6	13,6	13,6
	Rp. 1.000.000 – Rp. 3.000.000	38	34,5	34,5	48,2
	Rp. 3.000.000 – Rp. 5.000.000	47	42,7	42,7	90,9
	Rp. 5.000.000 – Rp. 10.000.000	9	8,2	8,2	99,1
	> Rp. 10.000.000	1	,9	,9	100,0
	Total	110	100,0	100,0	

#### how long use ticket online

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 1 year	15	13,6	13,6	13,6
1-2 year	26	23,6	23,6	37,3
2-3 year	36	32,7	32,7	70,0
3-4 year	27	24,5	24,5	94,5
> 4 year	6	5,5	5,5	100,0
Total	110	100,0	100,0	

#### airline often use

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Garuda	7	6,4	6,4	6,4
lion	67	60,9	60,9	67,3
Batavia	29	26,4	26,4	93,6
Air asia	3	2,7	2,7	96,4
Sriwijaya	4	3,6	3,6	100,0
Total	110	100,0	100,0	

#### payment system

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ATM	66	60,0	60,0	60,0
credit card	2	1,8	1,8	61,8
bank account	42	38,2	38,2	100,0
Total	110	100,0	100,0	

### Factor Analysis (Initial)

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,722
Bartlett's Test of Sphericity	Approx. Chi-Square	1611,368
	df	210
	Sig.	,000



### Communalities

	Initial	Extraction
n1	1,000	,847
n2	1,000	,613
n3	1,000	,694
rl1	1,000	,980
rl2	1,000	,943
rl3	1,000	,824
a1	1,000	,803
a2	1,000	,738
a3	1,000	,814
a4	1,000	,770
a5	1,000	,810
ps1	1,000	,797
ps2	1,000	,868
rs1	1,000	,675
cs1	1,000	,731
cs2	1,000	,825
cs3	1,000	,935
ac1	1,000	,777
d1	1,000	,829
d2	1,000	,908
d3	1,000	,934

Extraction Method: Principal Component Analysis.

Rotated Component Matrix

	Component							
	1	2	3	4	5	6	7	8
rl2	,942							
n1	,901							
n3	,803							
rl3	,792			,302				
a4	,766			,338				
a5	,652			,506				
d2		,928						
cs2		,851						
n2		,679				,349		
rs1	,319	,633						
d3			,932					
cs3			,931					
cs1	,385	,327	,664					
d1				,831				
ac1				,773			-,340	
ps2					,905			
ps1					,694		,454	
a3					,307	,792		
a2						,723	,313	
a1							,828	
rl1								,979

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

## Factor Analysis (Revised)

### KMO and Bartlett's Test

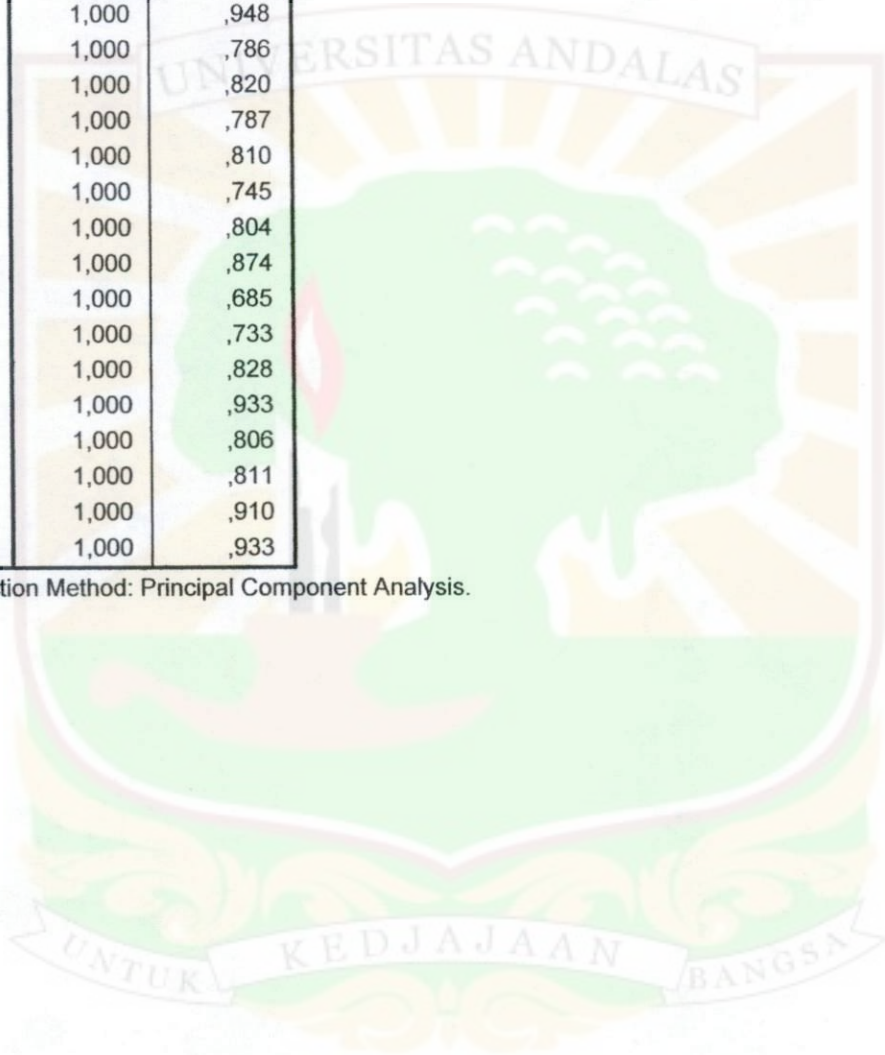
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,721
Bartlett's Test of Sphericity	Approx. Chi-Square	1401,987
	df	190
	Sig.	,000



### Communalities

	Initial	Extraction
n1	1,000	,851
n2	1,000	,628
n3	1,000	,698
rl1	1,000	,980
rl2	1,000	,948
rl3	1,000	,786
a1	1,000	,820
a2	1,000	,787
a3	1,000	,810
a4	1,000	,745
ps1	1,000	,804
ps2	1,000	,874
rs1	1,000	,685
cs1	1,000	,733
cs2	1,000	,828
cs3	1,000	,933
ac1	1,000	,806
d1	1,000	,811
d2	1,000	,910
d3	1,000	,933

Extraction Method: Principal Component Analysis.



Rotated Component Matrix

	Component							
	1	2	3	4	5	6	7	8
rl2	,944							
n1	,907							
n3	,811							
rl3	,785							
a4	,758			,311				
d2		,928						
cs2		,852						
n2		,684				,340		
rs1	,327	,622		,319				
d3			,933					
cs3			,931					
cs1	,385	,323	,669					
ac1				,822				
d1				,812				
ps2					,908			
ps1					,681		,484	
a3					,305	,793		
a2						,730	,354	
a1							,844	
rl1								,979

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

## Reliability

### Scale: Reliability

Case Processing Summary

		N	%
Cases	Valid	110	100,0
	Excluded <sup>a</sup>	0	,0
	Total	110	100,0

a. Listwise deletion based on all variables in the procedure.



#### Reliability Statistics

Cronbach's Alpha	N of Items
,921	5

### Reliability

#### Scale: Design

##### Case Processing Summary

		N	%
Cases	Valid	110	100,0
	Excluded <sup>a</sup>	0	,0
	Total	110	100,0

- a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
,834	4

### Reliability

#### Scale: Color Design

##### Case Processing Summary

		N	%
Cases	Valid	110	100,0
	Excluded <sup>a</sup>	0	,0
	Total	110	100,0

- a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
,869	3

## Reliability

### Scale: Accessibility

Case Processing Summary

		N	%
Cases	Valid	110	100,0
	Excluded <sup>a</sup>	0	,0
	Total	110	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,688	2

## Reliability

### Scale: Personalization

Case Processing Summary

		N	%
Cases	Valid	110	100,0
	Excluded <sup>a</sup>	0	,0
	Total	110	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,718	2



## Reliability

### Scale: Assurance

Case Processing Summary

		N	%
Cases	Valid	110	100,0
	Excluded <sup>a</sup>	0	,0
	Total	110	100,0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
,616	2

## Reliability

### Scale: Security Assurance

Case Processing Summary

		N	%
Cases	Valid	110	100,0
	Excluded <sup>a</sup>	0	,0
	Total	110	100,0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
1,000	1

## Reliability

### Scale: Accuracy Reliability

Case Processing Summary

		N	%
Cases	Valid	110	100,0
	Excluded <sup>a</sup>	0	,0
	Total	110	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
1,000	1



Anti-image Matrices

	n1	n2	n3	rl1	rl2	rl3	a1	a2	a3	a4	a5	ps1	ps2	rs1	cs1	cs2	cs3	ac1	d1	d2	d3	
Anti-image Cov	n1	.180	.024	.011	-.064	-.060	.010	.024	-.049	.036	-.031	.011	.003	-.042	-.050	-.072	.003	-.028	.009	.033	.015	.036
	n2	.024	.602	.005	.044	-.033	.047	.006	-.071	-.014	-.010	-.004	.011	-.035	.093	-.053	.013	-.006	.016	-.011	-.101	.012
	n3	.011	.005	.316	-.001	-.077	-.002	-.095	.041	-.054	.014	.025	.053	.031	.024	.010	-.040	-.004	-.048	.010	.016	-.001
	rl1	-.064	.044	-.001	.830	.032	-.002	.092	.059	-.021	.013	-.036	-.080	.082	.010	.068	.085	-.014	.003	.064	-.080	.001
	rl2	-.060	-.033	-.077	.032	.074	-.052	.015	.025	-.014	-.040	.014	-.022	.012	-.005	.004	.020	.006	.011	-.007	-.014	-.003
	rl3	.010	.047	-.002	-.002	-.052	.132	-.010	-.092	.049	.064	-.081	.013	-.035	.008	-.028	-.005	-.003	-.022	.017	.005	.009
	a1	.024	.006	-.095	.092	.015	-.010	.539	-.051	-.007	-.012	-.013	-.172	.027	-.055	.090	.058	-.010	.183	-.034	-.039	-.025
	a2	-.049	-.071	.041	.059	.025	-.092	-.051	.545	-.249	-.038	.065	-.058	.169	.014	.069	-.013	.040	.058	-.042	-.011	-.055
	a3	.036	-.014	-.054	-.021	-.014	.049	-.007	-.249	.534	-.003	-.059	.080	-.194	.047	-.028	.033	-.066	-.039	.016	-.016	.062
	a4	-.031	-.010	.014	.013	-.040	.064	-.012	-.038	-.003	.159	-.091	.026	-.033	-.031	.024	-.023	.012	-.078	.049	.037	-.017
	a5	.011	-.004	.025	-.036	.014	-.081	-.013	.065	-.059	-.091	.121	-.019	.048	.027	.000	-.007	.010	.047	-.084	-.010	-.012
	ps1	.003	.011	.053	-.080	-.022	.013	-.172	-.058	.080	.026	-.019	.390	-.228	.041	.006	-.051	-.050	-.061	-.078	.029	.045
	ps2	-.042	-.035	.031	.082	.012	-.035	.027	.169	-.194	-.033	.048	-.228	.490	-.025	.068	.001	.028	.085	-.018	-.021	-.038
	rs1	-.050	.093	.024	.010	-.005	.008	-.055	.014	.047	-.031	.027	.041	-.025	.397	-.033	-.004	-.018	-.053	-.087	-.090	.016
	cs1	-.072	-.053	.010	.068	.004	-.028	.090	.069	-.028	.024	.000	.006	.068	-.033	.340	-.014	-.002	.080	-.075	-.009	-.057
	cs2	.003	.013	-.040	.085	.020	-.005	.058	-.013	.033	-.023	-.007	-.051	.001	-.004	-.014	.178	-.052	.002	.014	-.124	.041
	cs3	-.028	-.006	-.004	-.014	.006	-.003	-.010	.040	-.066	.012	.010	-.050	.028	-.018	-.002	-.052	.103	.006	.019	.041	-.088
	ac1	.009	.016	-.048	.003	.011	-.022	.183	.058	-.039	-.078	.047	-.061	.085	-.053	.080	.002	.006	.503	-.191	-.021	-.026
	d1	.033	-.011	.010	.064	-.007	.017	-.034	-.042	.016	.049	-.084	-.078	-.018	-.087	-.075	.014	.019	-.191	.360	.023	.001
	d2	.015	-.101	.016	-.080	-.014	.005	-.039	-.011	-.016	.037	-.010	.029	-.021	-.090	-.009	-.124	.041	-.021	.023	.149	-.035
	d3	.036	.012	-.001	.001	-.003	.009	-.025	-.055	.062	-.017	-.012	.045	-.038	.016	-.057	.041	-.088	-.026	.001	-.035	.099
Anti-image Corr	n1	.821 <sup>a</sup>	.072	.044	-.166	-.515	.067	.076	-.155	.117	-.184	.077	.012	-.143	-.187	-.291	.014	-.202	.030	.128	.094	.267
	n2	.072	.812 <sup>a</sup>	.011	.063	-.156	.166	.011	-.124	-.025	-.031	-.015	.023	-.064	.190	-.118	.040	-.025	.030	-.023	-.337	.051
	n3	.044	.011	.853 <sup>a</sup>	-.002	-.501	-.009	-.231	.100	-.132	.062	.128	.152	.080	.067	.031	-.170	-.021	-.121	.029	.072	-.003
	rl1	-.166	.063	-.002	.572 <sup>a</sup>	.127	-.005	.137	.088	-.032	.035	-.113	-.140	.129	.018	.129	.222	-.049	.005	.117	-.229	.002
	rl2	-.515	-.156	-.501	.127	.792 <sup>a</sup>	-.522	.075	.124	-.070	-.365	.144	-.129	.062	-.027	.028	.170	.064	.057	-.042	-.133	-.035
	rl3	.067	.166	-.009	-.005	-.522	.764 <sup>a</sup>	-.037	-.345	.184	.444	-.639	.058	-.137	.035	-.134	-.036	-.022	-.087	.078	.036	.077
	a1	.076	.011	-.231	.137	.075	-.037	.639 <sup>a</sup>	-.094	-.012	-.041	-.050	-.374	.053	-.119	.211	.187	-.041	.351	-.078	-.137	-.108
	a2	-.155	-.124	.100	.088	.124	-.345	-.094	.606 <sup>a</sup>	-.462	-.128	.255	-.125	.328	.030	.159	-.042	.170	.111	-.094	-.040	-.237
	a3	.117	-.025	-.132	-.032	-.070	.184	-.012	-.462	.650 <sup>a</sup>	-.011	-.231	.175	-.379	.103	-.066	.106	-.281	-.075	.037	-.056	.268
	a4	-.184	-.031	.062	.035	-.365	.444	-.041	-.128	-.011	.761 <sup>a</sup>	-.654	.104	-.119	-.125	.105	-.136	.092	-.277	.203	.240	-.134
	a5	.077	-.015	.128	-.113	.144	-.639	-.050	.255	-.231	-.654	.733 <sup>a</sup>	-.088	.198	.124	-.001	-.049	.091	.192	-.402	-.072	-.107
	ps1	.012	.023	.152	-.140	-.129	.058	-.374	-.125	.175	.104	-.088	.641 <sup>a</sup>	-.522	.105	.016	-.192	-.250	-.137	-.207	.122	.229
	ps2	-.143	-.064	.080	.129	.062	-.137	.053	.328	-.379	-.119	.198	-.522	.553 <sup>a</sup>	-.056	.167	.002	.125	.172	-.043	-.076	-.173
	rs1	-.187	.190	.067	.018	-.027	.035	-.119	.030	.103	-.125	.124	.105	-.056	.853 <sup>a</sup>	-.089	-.016	-.090	-.118	-.231	-.371	.083
	cs1	-.291	-.118	.031	.129	.028	-.134	.211	.159	-.066	.105	-.001	.016	.167	-.089	.847 <sup>a</sup>	-.055	-.008	.194	-.213	-.038	-.310
	cs2	.014	.040	-.170	.222	.170	-.036	.187	-.042	.106	-.136	-.049	-.192	.002	-.016	-.055	.682 <sup>a</sup>	-.381	.008	.054	-.760	.309
	cs3	-.202	-.025	-.021	-.049	.064	-.022	-.041	.170	-.281	.092	.091	-.250	.125	-.090	-.008	-.381	.597 <sup>a</sup>	.027	.098	.334	-.875
	ac1	.030	.030	-.121	.005	.057	-.087	.351	.111	-.075	-.277	.192	-.137	.172	-.118	.194	.008	.027	.665 <sup>a</sup>	-.449	-.077	-.118
	d1	.128	-.023	.029	.117	-.042	.078	-.078	-.094	.037	.203	-.402	-.207	-.043	-.231	-.213	.054	.098	-.449	.757 <sup>a</sup>	.101	.004
	d2	.094	-.337	.072	-.229	-.133	.036	-.137	-.040	-.056	.240	-.072	.122	-.076	-.371	-.038	-.760	.334	-.077	.101	.634 <sup>a</sup>	-.287
	d3	.267	.051	-.003	.002	-.035	.077	-.108	-.237	.268	-.134	-.107	.229	-.173	.083	-.310	.309	-.875	-.118	.004	-.287	.586 <sup>a</sup>
a. Measures of Sampling Adequacy (MSA)																						

a. Measures of Sampling Adequacy(MSA)



# Anti-image Matrices

	n1	n2	n3	rl1	rl2	rl3	a1	a2	a3	a4	ps1	ps2	rs1	cs1	cs2	cs3	ac1	d1	d2	d3	
Anti-image Cov	n1	,182	,024	,008	-,062	-,063	,030	,025	-,059	,044	-,040	,005	-,049	-,054	-,073	,003	-,029	,005	,049	,016	,037
	n2	,024	,602	,006	-,044	-,033	,075	,006	-,074	-,017	-,022	,011	-,034	,095	-,053	,013	-,006	,019	-,016	-,102	,012
	n3	,008	,006	,321	,007	-,083	,025	-,094	,030	-,045	,058	,059	,023	,019	,011	-,040	-,006	-,061	,033	,018	,002
	rl1	-,062	,044	,007	,840	,037	-,044	,089	,085	-,041	-,025	-,087	,102	,019	,069	,084	-,012	,018	,047	-,085	-,003
	rl2	-,063	-,033	-,083	,037	,076	-,073	,017	,019	-,008	-,053	-,020	,007	-,008	,005	,021	,005	,006	,003	-,013	-,002
	rl3	,030	,075	,025	-,044	-,073	,223	-,031	-,088	,017	,011	,001	-,005	,045	-,048	-,017	,007	,016	-,079	-,002	,002
	a1	,025	,006	-,094	,089	,017	-,031	,540	-,047	-,014	-,038	-,175	,034	-,053	,090	,057	-,009	,195	-,052	-,040	-,027
	a2	-,059	-,074	,030	,085	,019	-,088	-,047	,583	-,246	,021	-,051	,160	-,001	,073	-,010	,038	,036	,005	-,006	-,053
	a3	,044	-,017	-,045	-,041	-,008	,017	-,014	-,246	,564	-,087	,075	-,187	,065	-,030	,031	-,065	-,017	-,031	-,022	,060
	a4	-,040	-,022	,058	-,025	-,053	,011	-,038	,021	-,087	,278	,021	,006	-,019	,042	-,049	,034	-,078	-,030	,052	-,045
	ps1	,005	,011	,059	-,087	-,020	,001	-,175	-,051	,075	,021	,393	-,231	,047	,006	-,052	-,049	-,056	-,109	,028	,044
	ps2	-,049	-,034	,023	,102	,007	-,005	,034	,160	-,187	,006	-,231	,510	-,037	,071	,004	,025	,072	,019	-,018	-,035
	rs1	-,054	,095	,019	,019	-,008	,045	-,053	-,001	,065	-,019	,047	-,037	,403	-,033	-,003	-,021	-,067	-,083	-,090	,020
	cs1	-,073	-,053	,011	,069	,005	-,048	,090	,073	-,030	,042	,006	,071	-,033	,340	-,014	-,002	,083	-,089	-,009	-,057
	cs2	,003	,013	-,040	,084	,021	-,017	,057	-,010	,031	-,049	-,052	,004	-,003	-,014	,178	-,051	,005	,010	-,125	,041
	cs3	-,029	-,006	-,006	-,012	,005	,007	-,009	,038	-,065	,034	-,049	,025	-,021	-,002	-,051	,104	,002	,031	,043	-,089
	ac1	,005	,019	-,061	,018	,006	,016	,195	,036	-,017	-,078	-,056	,072	-,067	,083	,005	,002	,523	-,196	-,018	-,023
	d1	,049	-,016	,033	,047	,003	-,079	-,052	,005	-,031	-,030	-,109	,019	-,083	-,089	,010	,031	-,196	,429	,020	-,009
	d2	,016	-,102	,018	-,085	-,013	-,002	-,040	-,006	-,022	,052	,028	-,018	-,090	-,009	-,125	,043	-,018	,020	,150	-,036
	d3	,037	,012	,002	-,003	-,002	,002	-,027	-,053	,060	-,045	,044	-,035	,020	-,057	,041	-,089	-,023	-,009	-,036	,100
Anti-image Corr	n1	,789 <sup>a</sup>	,073	,035	-,158	-,533	,151	,080	-,181	,139	-,177	,019	-,162	-,199	-,292	,018	-,211	,016	,175	,100	,278
	n2	,073	,797 <sup>a</sup>	,013	,062	-,156	,204	,011	-,124	-,030	-,054	,022	-,062	,194	-,118	,039	-,023	,033	-,031	-,339	,050
	n3	,035	,013	,825 <sup>a</sup>	,013	-,529	,095	-,226	,070	-,107	,194	,165	,056	,052	,032	-,165	-,033	-,149	,088	,082	,011
	rl1	-,158	,062	,013	,549 <sup>a</sup>	,146	-,101	,133	,121	-,060	-,051	-,152	,156	,033	,129	,218	-,039	,027	,078	-,239	-,010
	rl2	-,533	-,156	-,529	,146	,762 <sup>a</sup>	-,564	,083	,091	-,038	-,361	-,118	,034	-,046	,029	,180	,052	,030	,018	-,125	-,020
	rl3	,151	,204	,095	-,101	-,564	,832 <sup>a</sup>	-,089	-,244	,049	,045	,003	-,014	,151	-,176	-,088	,048	,047	-,254	-,013	,011
	a1	,080	,011	-,226	,133	,083	-,089	,608 <sup>a</sup>	-,084	-,025	-,098	-,381	,064	-,113	,211	,185	-,037	,368	-,107	-,141	-,115
	a2	-,181	-,124	,070	,121	,091	-,244	-,084	,666 <sup>a</sup>	-,428	,053	-,107	,293	-,001	,165	-,030	,153	,065	,010	-,022	-,218
	a3	,139	-,030	-,107	-,060	-,038	,049	-,025	-,428	,659 <sup>a</sup>	-,221	,160	-,349	,136	-,069	,098	-,269	-,032	-,063	-,075	,252
	a4	-,177	-,054	,194	-,051	-,361	,045	-,098	,053	-,221	,833 <sup>a</sup>	,062	,015	-,058	,138	-,222	,201	-,204	-,087	,256	-,270
	ps1	,019	,022	,165	-,152	-,118	,003	-,381	-,107	,160	,062	,624 <sup>a</sup>	-,517	,118	,016	-,198	-,244	-,123	-,266	,116	,222
	ps2	-,162	-,062	,056	,156	,034	-,014	,064	,293	-,349	,015	-,517	,592 <sup>a</sup>	-,083	,171	,012	,109	,139	,041	-,063	-,156
	rs1	-,199	,194	,052	,033	-,046	,151	-,113	-,001	,136	-,058	,118	-,083	,846 <sup>a</sup>	-,090	-,010	-,102	-,146	-,200	-,366	,097
	cs1	-,292	-,118	,032	,129	,029	-,176	,211	,165	-,069	,138	,016	,171	-,090	,828 <sup>a</sup>	-,055	-,008	,198	-,234	-,039	-,312
	cs2	,018	,039	-,165	,218	,180	-,088	,185	-,030	,098	-,222	-,198	,012	-,010	-,055	,670 <sup>a</sup>	-,378	,018	,037	-,766	,306
	cs3	-,211	-,023	-,033	-,039	,052	,048	-,037	,153	-,269	,201	-,244	,109	-,102	-,008	-,378	,591 <sup>a</sup>	,010	,148	,343	-,873
	ac1	,016	,033	-,149	,027	,030	,047	,368	,065	-,032	-,204	-,123	,139	-,146	,198	,018	,010	,688 <sup>a</sup>	-,414	-,065	-,100
	d1	,175	-,031	,088	,078	,018	-,254	-,107	,010	-,063	-,087	-,266	,041	-,200	-,234	,037	,148	-,414	,757 <sup>a</sup>	,078	-,043
	d2	,100	-,339	,082	-,239	-,125	-,013	-,141	-,022	-,075	,256	,116	-,063	-,366	-,039	-,766	,343	-,065	,078	,626 <sup>a</sup>	-,297
	d3	,278	,050	,011	-,010	-,020	,011	-,115	-,218	,252	-,270	,222	-,156	,097	-,312	,306	-,873	-,100	-,043	-,297	,577 <sup>a</sup>

<sup>a</sup>Measures of Sampling Adequacy(MSA)